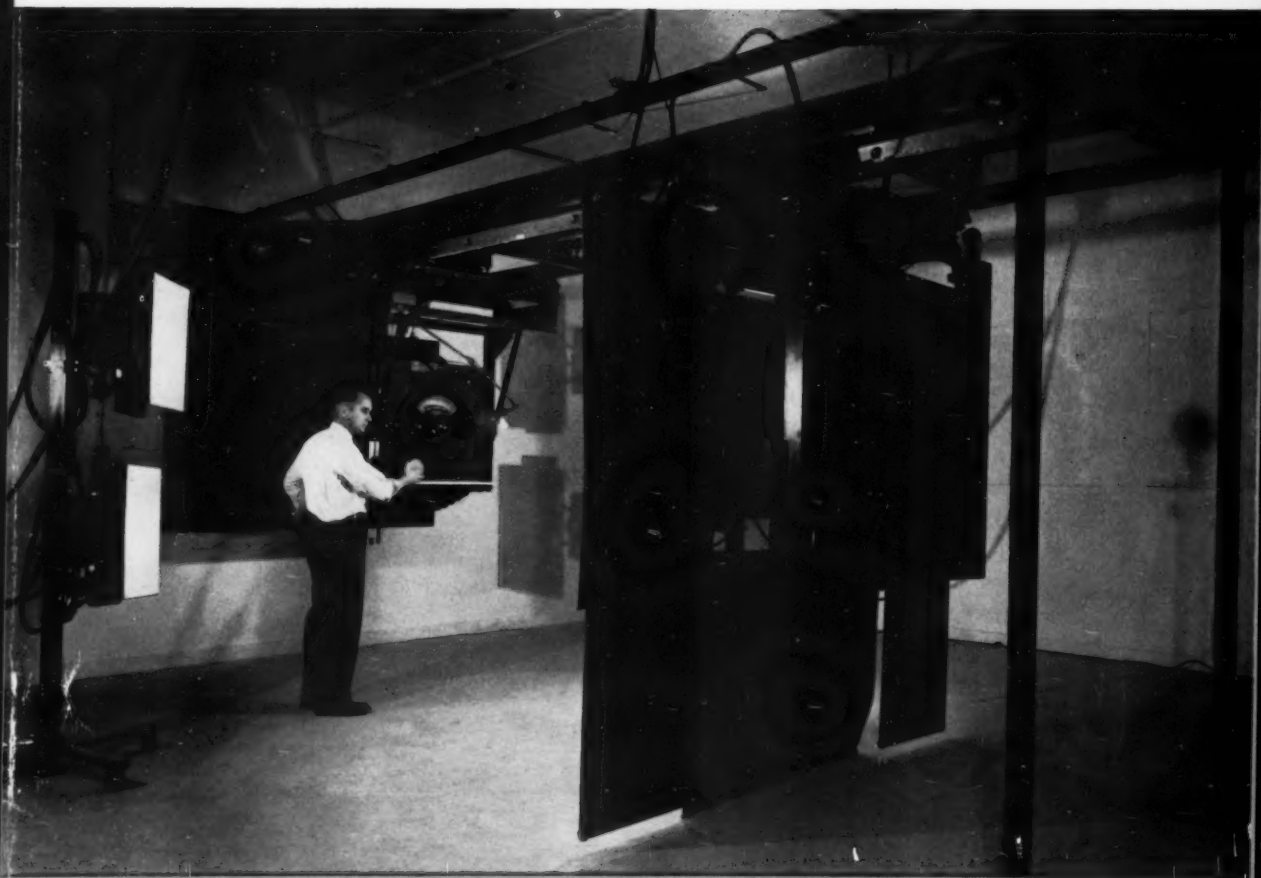


Modern LITHOGRAPHY

JULY - 1952 - VOLUME 20 - NUMBER 7



One of the big cameras in the H. S. Crocker Co. plant, San Bruno, Calif. (See Page 5)

In this issue

Litho Press Capacity Survey • LNA Convention Report
Meeting Buyer's Market • Craftsmen's Convention Program

Fast Orange 77P

Senelith Inks

were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
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Fits any type and size press. Easy installation. Instructions provided. For short fountain work, split fountain, etc., as needs require.

Now distributed by

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30 day free trial

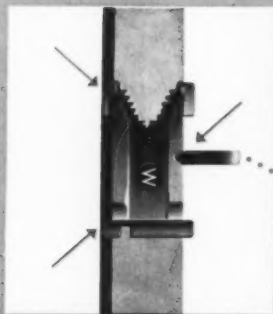
Test at our expense the advantages of the BALDWIN Fountain AGITATOR. Order on trial from the branches below. Hundreds of plants are now using it. Join the ranks on a free trial basis. Satisfaction guaranteed.

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- keeps ink in constant mill-perfect condition.
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- does 'way with ink build-up in fountain ends.
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- forces ink against fountain rollers to insure constant, uniform flow to forms.
- cuts ink consumption.
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- keeps ink in perfect mill condition when shutdown (separate motor).
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Roberts & Porter, Inc.

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Why Fotosetter composition is sharp and perfectly aligned

The dependable way to get a sharp photograph is to "shoot" a *stationary* object. The Fotosetter photographic line composing machine brings each Fotomat (the character-bearing matrix) to a *complete stop* at the moment of exposure. There's no smear, no smudge, no fuzziness—the letters reproduced on the film are as precise in outline as the master letters themselves! Positive alignment is assured by means of a three-point bearing which positions the Fotomat for exposure (see illustration). These unique features account for the *sharpness* and *precision* of Fotosetter composition so much admired by printing experts.

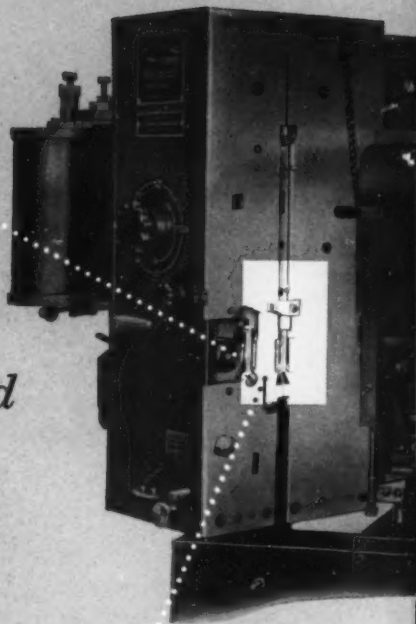
The Fotosetter machine offers great flexibility, too. The circulating matrix principle not only puts *full fonts* at your fingertips on the keyboard, but permits unlimited use of *pi* characters whenever required. The machine also permits setting of complex ruled forms, beautiful scripts, foreign languages, etc.

Ask your Intertype representative to show you how you can use the Fotosetter machine profitably in your business.

*For photographic composition, too,
look to Progressive Intertype*

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Modern LITHOGRAPHY



THE COVER

This overhead-type camera is in the San Bruno, Calif. plant of the H.S. Crocker Co. south of San Francisco. This is one of the postwar suburban lithographing plants of the West.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 20, NUMBER 7

Reg. U. S. Pat. Office

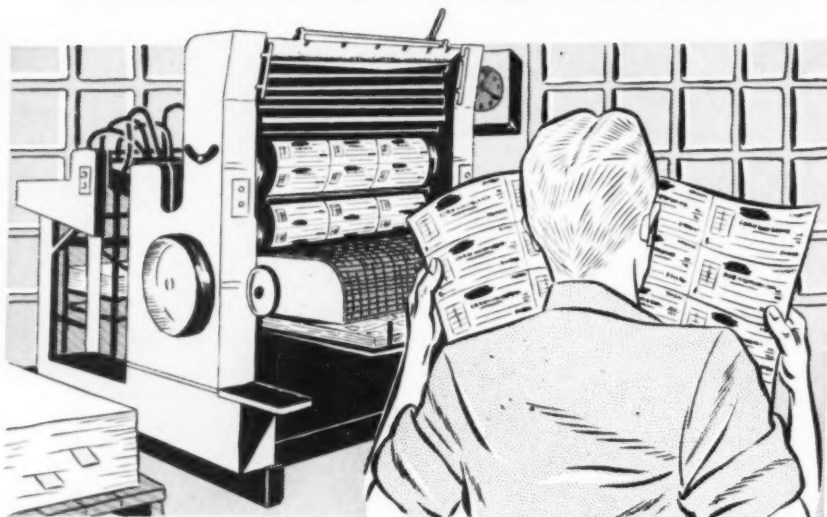
JULY, 1952

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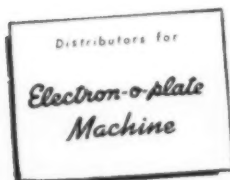
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New York 13, N. Y.



"I don't much care where," said Alice.
 "Then it doesn't matter which way you go," said the Cat.
 "— so long as I get some- where," Alice added as an explanation.
 "Oh, you're sure to do that," said the Cat, "if you only walk long enough."
 Alice felt that this could not be denied, so she tried another question. "What sort of people live about here?"
 "In that direction," the Cat said, waving its right paw round, "lives a Hatter; and in that direction," waving the other paw, "lives a March Hare. Visit

Pig and Pepper
 either you like: they're both mad."
 "But I don't want to go among mad people," Alice remarked.
 "Oh, you can't help that," said the Cat: "we're all mad here. I'm mad. You're mad?" said Alice.
 "How do you know I'm mad?" said the Cat, "or you wouldn't have come here."
 "Alice didn't think that proved it at all; however, she went on: "And how do you know that you're mad?"



"To begin with," said the Cat, "a dog's not mad. You grant that?"
 "I suppose so," said Alice.
 "I suppose so," the Cat went on, "you see a dog growls when it's angry, and wags its tail when it's pleased. Now I growl when I'm pleased, and wag my tail when I'm angry. Therefore I'm mad."



Albany

PRINTED
 MESSAGES
 THAT
 MADE
 HISTORY

ONE OF A SERIES



Just for fun

The sheer imaginative nonsense of *Alice In Wonderland* offered a gleeful escape to children and grown-ups alike fretting under the dreary conventionality of the Victorian era.
 Printed by Macmillan & Company, Ltd., London in 1865, Lewis Carroll's story, enchantingly illustrated by Tenniel, became an overnight

success. Promptly translated into a dozen languages, it became a favorite of England and the whole world. In the wonderland of printing today, where color, speed, and mechanical skill are as magic as Alice's world, ATF offers you the widest line of processes for better, more profitable printing...Gravure...Letterpress...Offset.





A Gold-Digger for Profits

ATF LITTLE GIANT 6

It's a profit-makin' little darlin' when it comes to printing . . . and satisfying your customers!

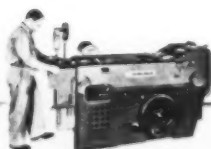
An ATF Little Giant 6 always turns out top quality work. One of the reasons is superior control of ink distribution through such exclusive features as full form coverage with three form rollers. It's the only press under 25x38 with this feature!

Other reasons why the ATF Little Giant 6 gives better control of ink distribution include the positive fountain settings, adjustable gear-driven rollers to prevent slippage and slurring, automatic fountain trip when press is off impression, double roll

for solids. The printed sheet is exposed to full view of the pressman and can be removed for inspection and returned while press is running.

In fact, you'll never find another press that is as easy to operate, as easy to makeready. It's the 12x18 automatic job cylinder that belongs in every shop. It can handle 92 per cent of all your run-of-the-hook work at a profitable rate.

Ask your ATF representative about the gold-digging possibilities of ATF Little Giant 6 for you. **AMERICAN TYPE FOUNDERS**, a subsidiary of **Daystrom, Inc.**, 200 Elmora Ave., Elizabeth, N. J.



Type faces shown are: Contact Bold Condensed, Contact Bold Italic and Garatond Bold.



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any other kind of business form your customers need.

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Ask your ATF representative about a Webendorfer web-fed business form press for lower-cost, greater-profit production for you. AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom, Inc., Webendorfer Division, 2 South Street, Mount Vernon, New York.



Type faces shown are: Spartan and Bodoni.

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Superior Printers, Inc., Boston, Mass.

says:

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is an asset
to our operation"**

Long, first-hand experience in the lithography field has convinced Mr. Julius that it's well worth while to get the advice of the Ansco Man! The next time *your* Ansco Man calls, invite him

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use filters to improve rendition of copy, thereby greatly reducing the necessity for handwork.

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J. Thrugg**

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HILLCOURT OFFSET

LAWSON *Hydraulic Clamp* CUTTERS

IN TANDEM

INCREASE PRODUCTION 130%



Joseph Krowitz (center), President of Ideal Art Co. and Gilbert Friedman (right), Vice President, point out the technique used for their increased production on Lawson Cutters.

By replacing their cutting equipment with two Lawson Heavy Duty Hydraulic Clamp Cutters, the Ideal Art Co., Brooklyn, N. Y. has achieved new production records in their output of cut cards. Operating a 52" Lawson in tandem with a 46" Lawson, each set for a definite strip cut and trim, waste motion has been cut down to the barest minimum. The overall increase in production has been estimated at 130%.

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HAMMERMILL BOND

Hammermill Paper Company
1613 East Lake Road, Erie 6, Pennsylvania

Please send me **FREE** copies of the Working Kit of Hammermill Bond.

Name _____

Position _____

(Please attach to, or write on, your *business* letterhead) Mid-Jul

TO GET THE MOST
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INKS AND PRESSES

GO MODERN with **MERCURY** ROLLERS AND BLANKETS

**FIRST WITH THE
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- Special styles available for new synthetic and heat set inks.
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RAPID ROLLER COMPANY

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The Miniature Booklet

HAMILTON PAPERS ·at work

For many large buyers of printing, there's nothing so attractive as the miniature booklet. It plays an important part in the feminine market—in the cosmetic field, for example—and its size makes it an ideal package enclosure for every sort of retail item.

There's nothing better to print miniature booklets on—or any other piece of direct-mail advertising, for that matter—than Hamilton Text and Cover Papers. They offer a wealth of interesting textures, lovely colors, and weights to suit every need. They are real printers' surfaces, pre-conditioned to run smoothly through the press.

As a service to our friends, the nation's printers and lithographers, the sample miniature booklet above is featured in our July advertisement in *Fortune Magazine*. There it suggests a novel direct-mail format which will catch the eye of many of your most important customers.

In addition, the booklet carries an

editorial with a definite bearing on your business. Its title, "How to buy printing," gives an indication of its content, but to get the whole story you must read it yourself. We'll gladly send a copy to you free. And if, after you have read it, you would like a number of copies to send to your own customers, you may buy as many as you require at cost. Let us hear from you on the coupon below.

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CONTRIBUTION
TO THE
BETTERMENT
OF
LITHOGRAPHY**

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—WRITE OR PHONE!

**SCRATCHPROOF
DRIER No. 3**

Prominent lithographers throughout the country have learned to appreciate *Scratchproof Drier No. 3* for its unique characteristics, for the economical and successful ways in which it has helped them with their drying requirements.

Results have proven *Scratchproof Drier No. 3* is the most practical dryer on the market today.

- * Quick drying without crystallization or chalking of ink.
- * Improves the lifting quality of inks, particularly on two and four color presses.
- * NON HARDENING of inks on distributing rollers.
- * Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- * Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve *SCRATCHPROOF DRIER No. 3*, giving the ink a shorter fine binding.
- * Prevents too much emulsification or waterlogging of ink at high speeds.
- * Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- * Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- * Has excellent suspension, body, and flow. Its non-settling qualities give ink necessary "slip" and tack for better distribution.
- * Will not cause any injurious effects if used in excess—in fact, this procedure is recommended in certain types of inks to improve their working qualities.
- * Ink mixed with *SCRATCHPROOF DRIER No. 3* will remain tough and elastic indefinitely.

*Don't be satisfied with substitutes. For better lithography . . . try *SCRATCHPROOF DRIER No. 3* . . . let your own test prove its benefits to you . . . judge by RESULTS. Send for your trial order today.*

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LITHOGRAPHIC **INKS** PRINTING
DEEP ETCH CHEMICALS AND SUPPLIES

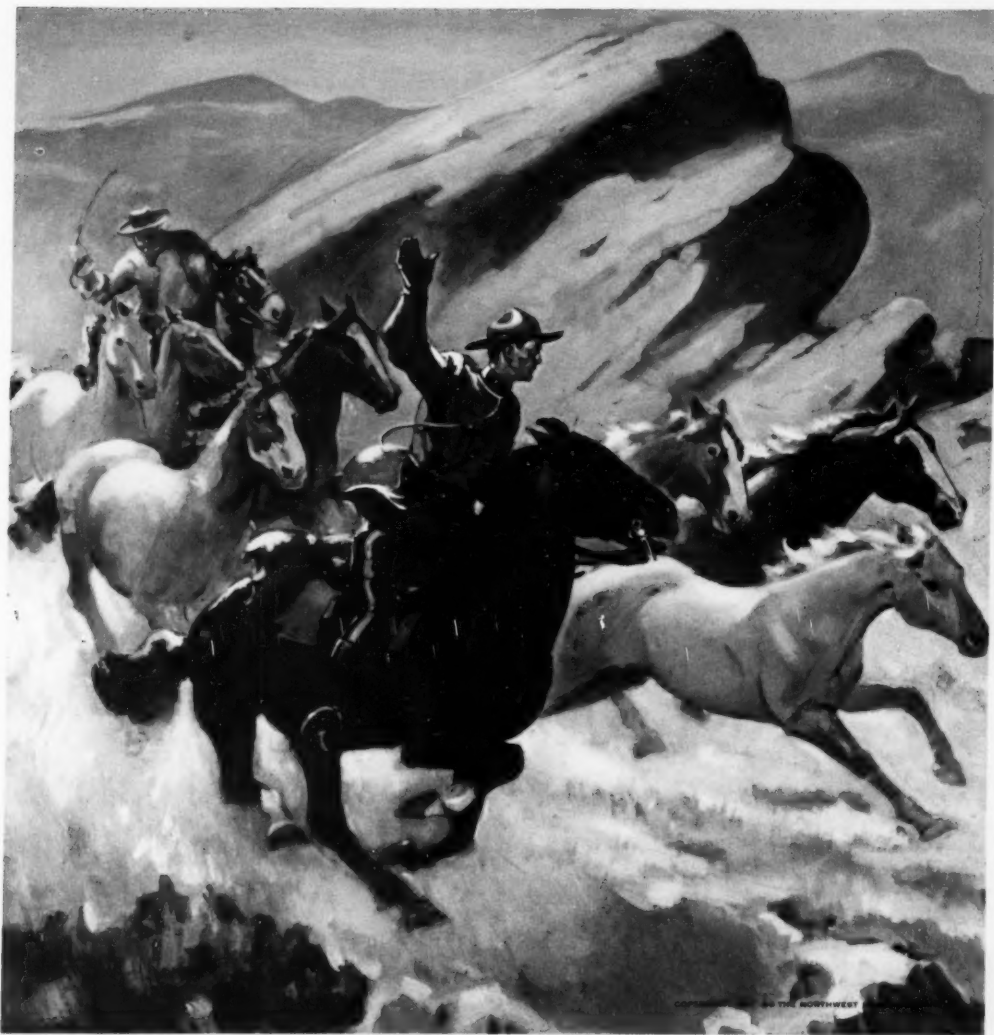
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Northwest Pedigreed Papers

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The Northwest Paper Company

CLOQUET, MINNESOTA

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MOUNTIE BOOK • MOUNTIE OFFSET • MOUNTIE TEXT • CARLTON BOND
CARLTON LEDGER • CARLTON MIMEOGRAPH • CARLTON DUPLICATOR
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COATING RAW STOCK • CUP PAPER

SALES OFFICES

CHICAGO 6, 20 N. Wacker Drive MINNEAPOLIS 2, Foshay Tower ST. LOUIS 3, Shell Building

MODERN LITHOGRAPHY, JULY, 1952



THERE'S A STORY BEHIND THIS PICTURE

How the ad was produced

Here, step by step, is the story of a retail newspaper ad in ROP color—a good example of the practicability and effectiveness of full color for local advertisers.

The layout was made by Kleinhans' (Buffalo, N. Y.) advertising manager, and their regular commercial photographer provided the color copy: two 8 x 10 Kodak Ektachrome shots (one of the fabric swatches and one of the models).

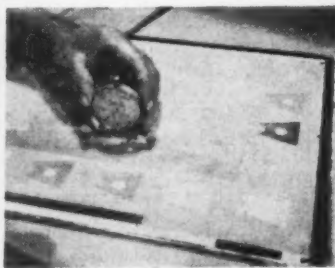
The plates were made by Niagara Engraving Co., Inc., Buffalo. The photomechanical production costs proved unusually economical. The ad appeared in the May 22 issue of the Buffalo Courier-Express, in an issue of approximately 150,000 copies. These reprints were produced in exactly the same fashion—as described here.



From the Ektachrome positives, continuous-tone separation negatives of each transparency were produced on Kodak Panatomic-X film by scanning on the Time scanner.



The copper plates were etched face down in a still bath.



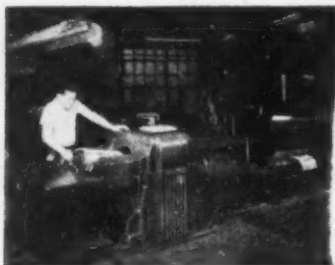
After etching, the plates were checked for dot formation and depth.



The flat-etched plates were wet-proofed on a 4-color Vandercook press.



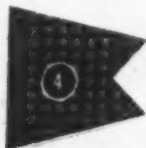
After being dipped in a hot cleaning solution, the plates were nickel-plated to give a better printing plate and to permit an uninterrupted press run.



After final trimming and beveling, the stereotypes were delivered to the press.



The ad was printed on a Scott press with 'color deck, using the inks prepared for the Buffalo Courier-Express by IPI.



FROM COPY TO METAL, IT'S KODAK.



s, con-
ives of
ced on
anning.



After continuous-tone positives were made by contact on Kodak 33 Plates, 75-line screen negatives were made to size on Kodalith Transparent Stripping Film.



The halftone negatives were then combined and stripped to register using the blueprint method.



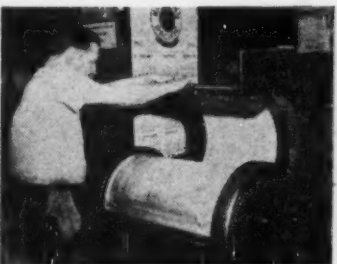
The combined stripped negatives were then printed down on copper plates.



wet-
ercook



After correction and final proofing, plates were registered, squared, composed with the other matter, and locked in page-size chase.



Mats were molded, curved, and baked to hold size and register.



Curved stereotypes were cast from the mats, inspected, cut off, beveled, and registered.

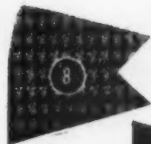
What were the results?

A real rush the day the ad appeared; even larger crowds the second day. More than 1000 pairs of slacks sold on the floor within 2½ days (probably a record for the store); plus phone and mail orders. Total store traffic up very sharply, with much improved sales in other departments, too.

Photography and color, reproduced by skilled craftsmen using the right materials, make powerful retail sales tools.



See the example inside



GRAPHIC ARTS DIVISION
Eastman Kodak Company, Rochester 4, N. Y.

Kodak

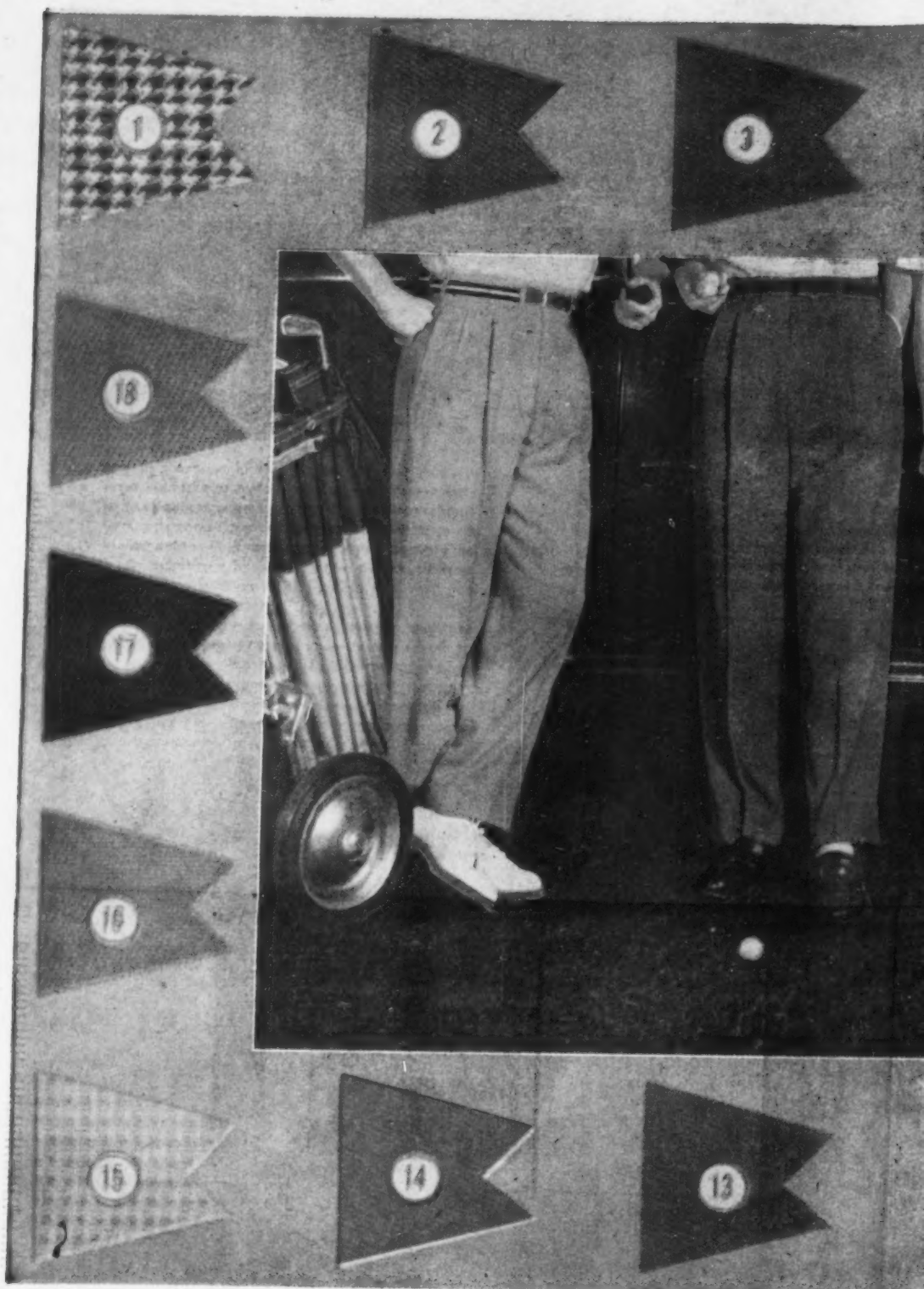
Kleinhans

presents 'em just in time for

RESORT

Copyright 1954

Deluxe tailored full weight rayon gab



Carl Burke Photo

Choose Yours from **18** Handsome

See numbered fabrics pictured above

THE KLEINHANS COMPANY
Main and Clinton Streets
Buffalo 3, N. Y.

☐ Check encl.
☐ Charge
☐ C.O.D.

Please send me _____ Pys. RESORT SLACKS @ \$7.95.

No. Pys.	Waist	Inseam	Reg., Short, Long	Fabric No.

Name _____
Address _____
City _____ Zone _____ State _____
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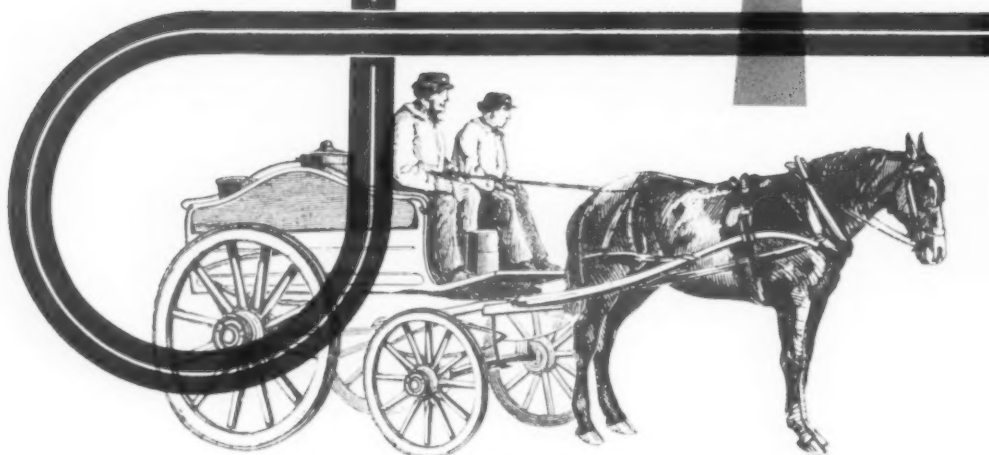
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MODERN LITHOGRAPHY, July, 1952

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EDITORIALS

AN increase in lithographic printing area potential which is "little short of phenomenal" is shown in the comprehensive offset press survey just completed by joint national association effort. This survey, which is published in this issue (page 30) bolsters with statistics what lithographers have known for several years, that there are scores and scores of offset presses being added to the industry's capacity. But how many, what style, and especially what type of production these new presses are being used for, have been unknown factors. This survey, made jointly by the Lithographers National Association and the National Association of Photo-Lithographers, throws helpful light on these questions.

For instance, by far the greatest increase in press capacity in the advertising and direct mail product interest group is provided by two-color presses, while four-color presses also show a sharp increase in this group. In the field of packaging materials, two-color and four-color presses dominate the scene, according to the trends shown. Web presses are moving into the bank stationery field. In greeting cards, four-color presses made no showing in 1947, but in 1952 represent almost 25 percent of the printing area used for these products by reporting plants. Trends also are indicated for several other product interests.

The survey compiles detailed information from 578 reporting plants, and the new press installations reported upon represent some 25 percent of the installations actually made by major press manufacturers. This makes the sampling approximately 25 percent, an unusually high percentage on which to base a survey. Since the plants reporting in any given special product group naturally were fewer, these figures are of value chiefly because of the trends they show, it was stressed. "In these instances *direction* of change may be more reliable than the exact figure for *amount* of change," Floyd Maxwell, LNA executive director, said, in presenting the charts and figures during the LNA convention last month.

"Perhaps, as individual lithographers, we need not be apprehensive over this picture of a little short of phenomenal increase in lithographic printing area potential," Mr. Maxwell stated. "But unless we as an industry recognize the normalcy of a return to a buyer's market, and develop and adopt the management techniques required to manufacture profitably under these conditions, 'some one is due for a licking'. Competitive price-cutting does not appear to offer a satisfactory solution of the problem."

These charts and figures offer a great deal of information which a lithographer will find worth studying before making decisions affecting his company's future.

TAXES today take away about one-third of the income of every American. A large part of of these are neatly concealed in a total price paid for products of all kinds. Another large part is deducted from wages, and becomes a little too routine and un-noticed. At the convention in New York last month of the Advertising Federation of America, a speaker made a catchy proposal to advertisers and those industries connected with advertising. He suggested that all advertisers, including producers and distributors, join together to put on a "Tag the Tax" campaign, with the purpose of showing the true cost of all merchandise. This would be done by showing two price tags—one showing the real cost, and the other showing the amount added along the way by all kinds of taxes.

Some work along this line has been done by tobacco companies, and some other industries, and one newspaper chain suggested it some time back. But a campaign, with the combined power of American advertising behind it, would awaken consumers to the facts of 1952—that in many cases more of the price they pay for products goes to the government than to the manufacturer or retailer.

Lithographic salesmen might do a job here in talking it up among their clients.

ALL REPORTING PLANTS - ACTUAL FIGURES

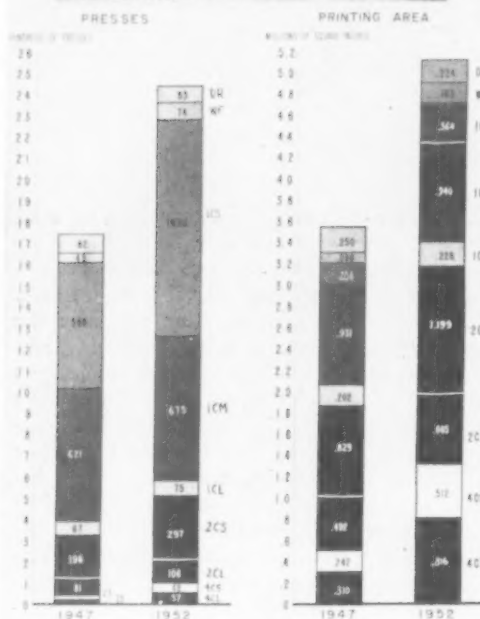


CHART 1

ALL REPORTING PLANTS - PERCENTAGES

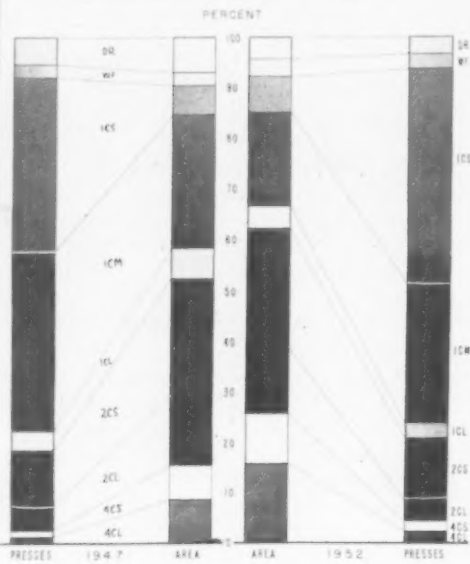


CHART 2

Big Increase in Offset Press Capacity

This survey was made jointly by the National Assn. of Photo-Lithographers and the Lithographers National Assn. Following are comments made by W. Floyd Maxwell, executive director of L.N.A., as he presented the results at the L.N.A. convention in June. Next month charts 9-13 will be published—Editor.

PART I

THE Lithographers National Association and the National Association of Photo-Lithographers have jointly conducted a Survey of Lithographic Press Capacity in the United States to determine the relative numbers, kinds and sizes of presses in a representative group of establishments on January 1, 1952 as compared with January 1, 1947. Also, one of the objectives was to study the changes which have occurred as they relate to particular product interests of the reporting plants. (To Archie Fay, president, and Walter E. Soderstrom, executive vice president,

the National Association of Photo-Lithographers, I express on behalf of L.N.A. our deep appreciation for their fine and generous cooperation in this joint project and their willingness to have the initial presentation of the results of the survey made at this meeting.)

In presenting the accompanying charts, we shall be dealing with two kinds of figures: one, relating to number and kind and size of presses, and the other relating to printing-plate, printing area measured in square inches. This latter figure is, at best, only an imperfect indication of press capacity and is, in no sense, an adequate measure of press capacity.

When a lithographer speaks of press capacity he is usually thinking of average sheets off the press per running hour, or average sheets off the

press per chargeable hour. You are thoroughly familiar with these figures as they apply to your own plant. You will agree, however, that to attempt to develop such information for a large group of plants, to show changes over a five-year interval, would be little better than a rank guess unless a vast amount of detailed information were to be gathered.

Individual manufacturers' guarantees of press speeds vary greatly as among current models, early post-World-War-II models and the many presses of much older life that are still producing vast quantities of lithography. The length of run and, hence, the frequency of make-ready; substantial variations in time allowed for make-ready among lithographers; high-quality close-register as compared with commercial register; the kind

ADVERTISING AND DIRECT MAIL

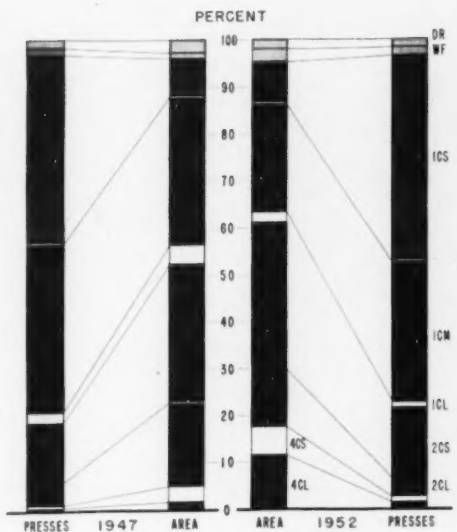


Chart 3 shows Advertising and Direct Mail, and for the 171 plants included in this group, the blocks show some similarity to those for All Reporting Plants. Four-color printing area shows a sharp increase, but by far the greater proportion of total multi-color printing area is accounted for by 2-color presses.

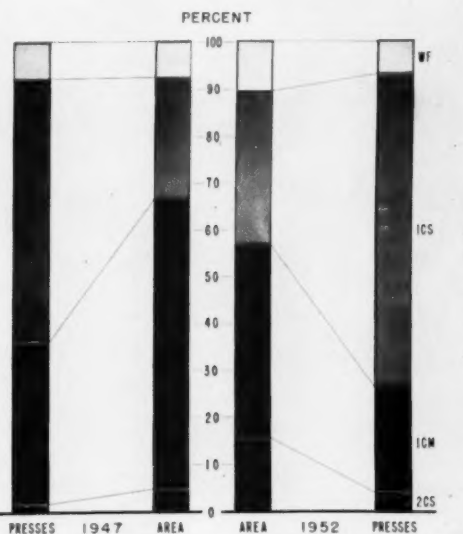
and weight of paper or paperboard to be run, and average lost time during the average press run, are among the other factors which would have to be taken into account in any attempt to compute average impression per chargeable hour for the industry as a whole. Therefore, in presenting these charts, the terms "press capacity, printing-plate area, or simply printing area," are used in the light of the above considerations.

Approximately 4,000 questionnaires were mailed to lithographers in the United States. Of the 628 returned, 578 were found to be complete and usable.

Of these 578 companies, 171 (or 30%) indicated that Advertising and Direct Mail was their primary product interest. In addition to this 171, another 77 said Direct Mail was their chief secondary interest and another 31, their third product interest. These total 279 companies (or 48% of the

total) which are especially interested in Direct Mail, and this far exceeds any other broad product interest. Other major product interests were Commercial Stationery 104, Packag-

COMMERCIAL STATIONERY



Commercial Stationery, Chart 4 of course, discloses a markedly different picture. No 4-color equipment; no large 2-color; no large 1-color; no direct rotary; web-fed, small single-color and small 2-color all increasing at the expense of medium size 1-color which decreased sharply for the 5-year period.

ing Materials 41, Bank Stationery 22, Books 18, Displays and Dealer Helps 15, and Greeting Cards 12.

Turning now to the first chart, there is shown for the 578 plants, by classes and sizes of presses, a comparison of the number of presses (the scale is expressed in unit of 100 presses) for January 1, 1947 and January 1, 1952, and the corresponding figures for printing area in units of 1,000,000 square inches. The increase in total number of presses is from 1746 in 1947 to 2445, or 40% in 1952, while the increase in printing area is from 3,562,000 to 5,137,000 square inches, or 44%—4 percentage points or a 10% greater increase than in number of presses.

There isn't time to point out all the various interesting facts which this chart discloses. However, it is a striking fact, clearly shown on the chart, that while the total increase in 2- and 4-color sheet-fed offset presses

NOTES ON THE CHARTS

Symbol on Charts

DR—DIRECT ROTARY SHEET FED PRESSES—all sizes—single color and multi color.

WF—WEB FED PRESSES—perfecting and non-perfecting—single color and multi color.

SHEET FED OFFSET PRESSES

1CS—ONE COLOR PRESSES—22" x 29" and smaller.

1CM—ONE COLOR PRESSES—over 22" x 29" and including 42" x 58"

1CL—ONE COLOR PRESSES—Larger than 42" x 58".

2CS—TWO COLOR PRESSES—42" x 58" and smaller.

2CL—TWO COLOR PRESSES—larger than 42" x 58".

4CS—FOUR COLOR PRESSES—42" x 58" and smaller.

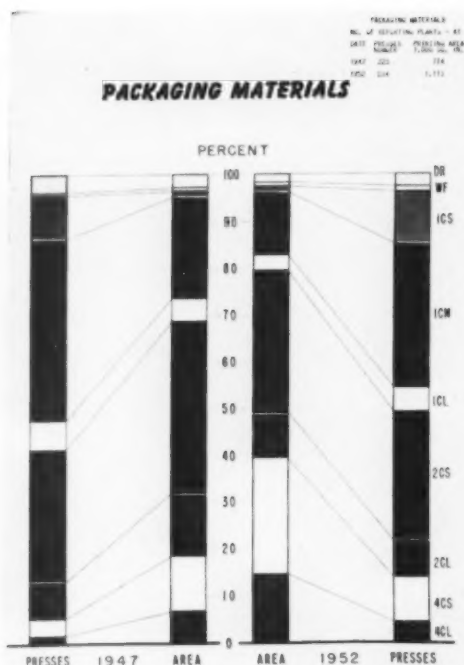
4CL—FOUR COLOR PRESSES—larger than 42" x 58".

The following will illustrate the method used to compute "printing area in square inches" in all charts and tables:

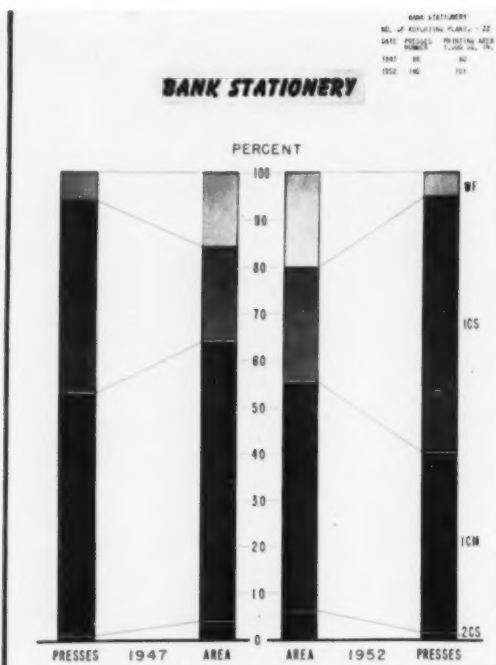
One Color 17" x 22" press = 374 sq. in. (17" x 22")

Two Color 35" x 45" press = 3150 sq. in. (2" x 35" x 45")

Four Color 42" x 58" press = 9744 sq. in. (4" x 42" x 58")



For those of you in the Packaging Materials field **Chart 5** will hold unusual interest. In 1952, with 40% of printing area in 4-color presses and 80% in 2-color and 4-color combined and a marked shift from 2-color to 4-color — particularly small 4-color — not much place is left for other sizes of equipment.



Bank Stationery, (**Chart 6**) as you might expect, shows somewhat the same picture as the chart previously shown for Commercial Stationery, except that web-fed equipment (20% of printing area as large as for Commercial Stationery. Increases in 1952 in web-fed printing area, in small single-colors and small two-colors, again are all at the expense of medium single-colors.

(from 323 to 519) is relatively small as compared to the increase in the total number of presses of all sizes, this increase has had a striking effect on the printing area figures. Indeed, if we exclude direct rotary presses (the gray block at the top of the bar) and web-fed presses (the block, second from the top), the printing area of 2- and 4-color sheet-fed offset presses in 1952 substantially equals the entire sheet-fed offset printing area of 1947, 1-, 2- and 4-colors of all sizes combined—the striking increases having occurred in small 2-colors and small and large 4-colors.

Chart 2 also refers to the same 578 plants and presents the same information regarding number of presses and printing area as the first Chart but in a somewhat different form in order to bring out certain additional striking facts. On the left-hand side of

this chart you see two bar diagrams of equal height—the first one, total presses on January 1, 1947 and the second one, printing area of all classes of presses on January 1, 1947. The order of classifications on the bar is the same as on the first chart. The scale up the center of the chart shows percentages running from 0% to 100% and the blocks each show the percentage of the total that a particular class of press represents—with respect to total number of presses in the first bar and with respect to printing area in the second bar. For example, for small one-color, sheet-fed offset presses (1-C-S) the blocks show that while this size represented 34% of the total number of presses, the printing area of these same small one-color presses represented only 6% of the total printing area of all presses. On the other hand, large 4-color,

sheetfed offset presses (4CL at bottom) representing only 1.3% of the total number of presses, represent about 9% of the total printing area of all classes of presses. The black lines between the two bars emphasize the comparisons.

The right-hand half of the chart shows the same sort of information for the same 578 reporting plants but for the date January 1, 1952. For purposes of easy comparison with the 1947 printing area percentages, the order of the bars has been reversed so that bar 3 shows 1952 printing area data and bar 4 shows 1952 number-of-presses data.

Perhaps the outstanding facts are these: 4-color, sheet-fed offset printing area increased from 15.5% in 1947 to 26% in 1952 while 2-color, sheet-fed offset printing area just held its percentage position (37.1% in

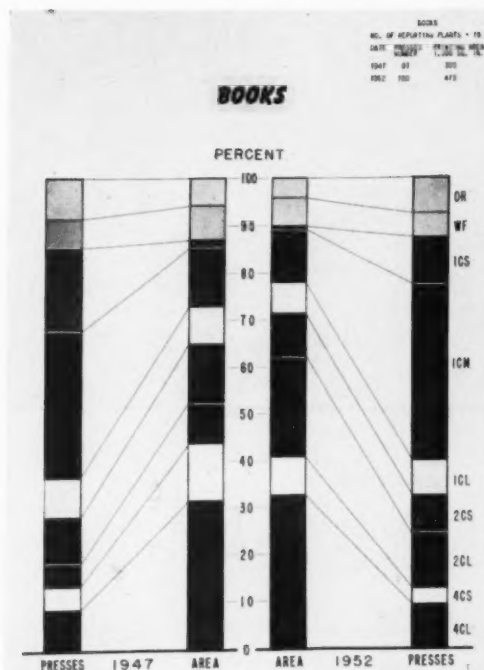
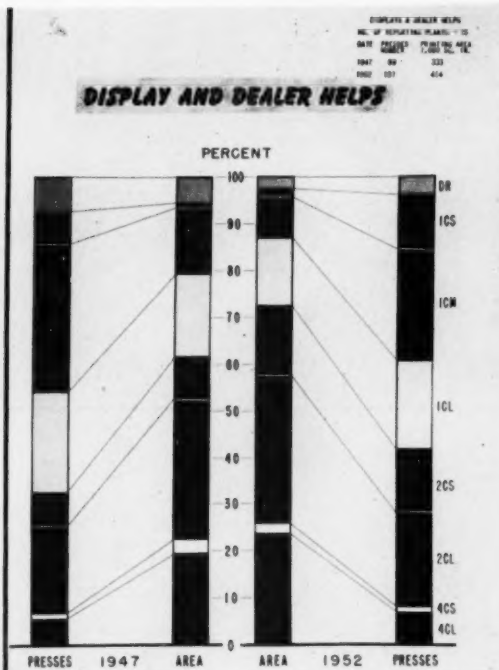


Chart 7. Books, shows for 1952 the increasing importance of multi-color equipment — with losses in small 2-color and small 4-color printing area being substantially more than offset by a sharp increase in large 2-colors.



In Displays and Dealer Helps, (Chart 8) multi-color equipment, as you would expect, holds a dominant position and has increased sharply. However, 2-color presses represent approximately twice the printing area of 4-color presses — the most important change in the 5-year period being the increase in small 2-colors.

1947 and 36.3% in 1952). For total single-color, sheet-fed offset presses, the printing area percentage for 1947 was 37.7% but in 1952 the figure had declined to 30%, a slight gain in small one-colors, being wiped out by a small loss in large single-colors and a sharp loss in medium single-colors.

One last fact points up the increasingly dominant position that color printing occupies today in the Lithographic Industry from the standpoint of printing area potential. In 1947, 2- and 4-color, sheet-fed offset presses accounted for 52.6% of the total printing area of these 578 plants, but in 1952 the figure had jumped another 9.6 percentage points to 62.2%. This is an increase of over 16% in just 5 years.

The other charts all are constructed the same as Chart 2 and show similar comparisons segregated by major

product interests of the reporting plants. Our comments (in the captions) relate chiefly to the printing area comparisons with particular reference to the 3rd bar, 1952.

You may ask "How reliable is this statistical study? How representative of the lithographic industry are these 578 plants? What percentage of the total deliveries of new lithographic presses by the press manufacturers during the 5-year period, 1947-1952, is accounted for by this survey?"

On behalf of the Lithographers National Association, we want to express our deep appreciation to the American Type Founders, Harris-Seybold Co., R. Hoe and Co., Miehle Printing Press & Mfg. Co. and Miller Printing Machinery Co., each of which gave us, on a confidential basis, a complete breakdown of their deliveries of lithographic presses for this 5-year period. Their fine coop-

eration gave us an opportunity to study our figures on "installations" against their "delivery" figures.

For the 578 reporting plants new installations were roughly 30% of total factory deliveries and making allowance for the inclusion of some used presses in our figures for "installations" we can conservatively estimate that we have approximately a 25% sample based on *number of new presses delivered*.

In our study of the cross-section character of the sample, we find that our survey may be somewhat deficient in recording fully the *initial installations* of small single-color web- and sheet-fed presses in scattered letterpress plants. But, in our opinion, the general conclusions which have been drawn from the survey are not vitiated by this fact.

In connection with the series of
(Continued on Page 115)



LNA Officers and Directors. Seated: L. W. R. Morrow, Chief, general counsel; Arthur R. Hitchings, treasurer; William H. Walters, president; E. W. Jackson, past president and chairman of the board; Carl R. Schmidt, vice president; W. Floyd Maxwell, executive director; and Edward D. Morris, secretary. Standing: Charles H. Waldbauer, U. S. Playing Card Co., Cincinnati; Harold D. Spencer, Western Printing & Lithographing Co., Poughkeepsie, N. Y.; James Murphy, Consolidated Lithographing Corp., Erie, Pa.; N. Y. C. A. Nordberg, Chicago Offset Printing Co., Chicago; William P. Gildea, The Falconer Co., Baltimore; William M. Winship, Brett Litho-

graphing Co., Long Island City, N. Y.; I. Landsberger, Ketterlous Lithographic Mfg. Co., Philadelphia; R. E. Damon, Atlanta Lithograph Co., Atlanta; Charles W. Wein, Jr., Stecher-Traug Lithograph Corp., Rochester; George E. Loder, National Process Co., Clifton, N. J.; William H. Bulkeley, Kellogg & Bulkeley, Hartford, Conn.; Randolph T. Ode, Providence Lithograph Co., Providence, R. I.; E. H. Wadewitz, Western Printing & Lithographing Co., Racine, Wis.; George I. Bouhens, Clarke & Courts, Houston, Tex.; Carl N. Reed, Niagara Lithograph Co., Buffalo, N. Y.

How to Keep Business in the Black Tops LNA Discussions; Walters Elected

A TREMENDOUS growth in offset press capacity during the last five years was shown by a comprehensive tabulation presented as a feature of the annual convention of the Lithographers National Assn., June 10-12 at The Greenbrier, White Sulphur Springs, W. Va. The tabulation is based on a survey made jointly by the LNA and the National Assn. of Photo-Lithographers. (Details of this survey are published elsewhere in this issue.) Other convention presentations dealt with the problems involved in keeping lithographic plants in the black under current conditions of rising labor and materials costs and a return to a buyers' market.

William H. Walters, president of United States Printing & Lithograph Co., Mineola, N. Y., was elected president of the LNA, succeeding E. W. Jackson, president of The

Steck Co., Austin, Tex., who became chairman of the board. Carl R. Schmidt, president of Schmidt Lithographing Co., San Francisco, was elected vice president; and Arthur R. Hitchings, chairman of the board of Forbes Lithograph Mfg. Co., Boston, was named treasurer. W. Floyd Maxwell and Edward D. Morris, continue as executive director and secretary, respectively, and Maurice Saunders continues as honorary chairman of the board.

Five new directors were elected to fill vacancies made by the retirement from the board of five men who had served five year terms. The new directors are: Norman Mears, Buckbee-Mears Co., St. Paul, Minn.; George J. Bauhens, Clarke & Courts, Houston, Tex.; W. Harvey Glover, Sweeney Lithograph Co., Belleville, N. J.; William H. Bulkeley, The Kellogg & Bulkeley Div., Connecticut

Printers, Inc., Hartford; and William M. Winship, Brett Lithographing Co., Long Island City, N. Y.

Attendance at the convention was nearly 400.

Tentative plans are for the 1953 convention to be held in Chicago. A confirming announcement, with dates and place will be made a little later after plans are completed, a spokesman said.

One afternoon of the three day convention was left open for the annual golf tournament, a newly introduced tennis competition, and other recreation. The social high spots were three cocktail receptions and the annual banquet. The latter was held Thursday evening, the final day.

In President Jackson's opening remarks, he outlined the general theme of the convention "Managing for Profit in the Lithographing Industry," and said that today business men

apparently must justify the profit in addition to making it. "We must offer service, as well as seek a profit," he declared, and emphasized that in order to live in a free economy and enjoy its benefits, we must also assume the responsibility of it. Service and profit are inseparable, he concluded.

Following the welcome and introductory remarks by Mr. Jackson, an outline was given of the new streamlined organization of the association's activities. This was presented by Mr. Maxwell. Closer coordination among directors and standing committees is planned. Business at this session also

included the presentation of nominees' names for the board of directors, by Randolph T. Ode, chairman of the nominating committee.

The opening speaker was Judge J. Raymond Tiffany, general counsel of the Book Manufacturers' Institute, and also of the National Assn. of Small Business Men. Taking up the convention theme, "Managing for Profit," Judge Tiffany said that it always has been an honorable job to make a profit. Profits are honorable, desirable and necessary. Therefore extravagance and waste are malignant growths, he asserted. Business must be run for legitimate profit and in

fairness to others in the field, he said. America has grown up in almost everything but is lagging in human relations, and we need a higher plane of understanding, and higher ideals. He listed four simple tests to apply to all phases of business: Is it truth? Is it fair to all concerned? Will it return a profit? Will it make friends?

As for small business, it always has been the backbone of America, Judge Tiffany declared. Small business now employs 69 percent of all workers. Government controls are now in the ascendancy, he said, and for the fu-

1. LNA Exec. Dir. Floyd Maxwell presents results of the survey on press capacity changes; 2. LNA retiring president E. W. Jackson at the rostrum; 3. From official Washington: John V. McCarthy, Prtg. & Publ. Div., NPA; Charles J. Grant, CPR 121 Administrator, OPS; and Donald G. Shook, deputy director, Prtg. & Publ. Div., NPA; 4. Michael H. Bruno, LTF, Chicago; Ralph D. Cole, Consolidated Lithographing Corp., Carle Place, N. Y.; and Charles Shapiro, LTF, New York; 5. Anthony I. Math, Sinclair & Valentine Co., New York; William H. Walters, new LNA president; James Murphy, and

Ralph D. Cole, Consolidated Litho., Carle Place, N. Y. 6. William Webber and Ted Dadisman, Time Inc. 7. Howard Wolfanger, The Todd Co., and John McMaster, Eastman Kodak Co., both of Rochester, N. Y. 8. Californians: Howard Isham, Western Lithograph Co., Los Angeles; Lorenz Schmidt, Schmidt Lithograph Co., San Francisco; and Mr. and Mrs. Ed Levesconte, H. S. Crocker Co., San Bruno. 9. A. R. Bink and Douglass E. Murray, ATF, Elizabeth, N. J., and Mt. Vernon, N. Y.; and Norman Rowe, Ideal Roller & Mfg. Co., New York.





(Captions on opposite page)



Opp. Pg. 1, to R. 10. John Kronenberg, S. D. Warren Co., Boston; Charles F. Roberts, Brett Litho, N. Y.; M. E. Kingsley, Providence (R. I.) Litho; and W. F. Cornell, IPI, N. Y. 11. Thomas Stevenson, Stevenson Photo Color Separation Co., Cincinnati; George Hoover, Jos. Hoover & Sons, Phila; and Hugh Adams, Roberts & Porter, Chicago. 12. Charles Weis, Stecher-Traug Litho Co., Rochester; R. V. Mitchell, Harris-Seybold Co., Cleveland; and John Devine, Sun Chemical Corp., N. Y. 13. Charles Temple, Rand Avery-Gordon Taylor, Boston; J. B. Eaton, Dameron-Pierson Co., Ltd., New Orleans; D. M. Rapport and Ben Nilles, Rapid Roller Co., Chicago. 14. Frank Garrett and C. D. Ford, DuPont Photo Prod. Dept., N. Y. 15. From U. S. Printing & Litho: Mrs. W. H. Walters, R. E. Welch,

Mrs. E. H. Russell, E. H. Russell, Mrs. R. E. Welch, Mrs. H. C. Minnich and Mr. Minnich. 16. Mr. and Mrs. Charles Morton, and Mr. and Mrs. Byron Wehmhoff, all of W. Va. Pulp & Paper Co. 17. Tom Lawson, Lawson & Jones, Ltd., London, Canada; Robert Rosen, Sinclair & Valentine Co., New York; and Charles H. Klein, Progress Lithographing Co., Cincinnati.

This page: 18. Peter Hopkins and Ted Dadisman, Time Inc., N. Y.; 19. Mr. and Mrs. Stuart Arnett, Harris-Seybold Co., Cleveland; Mrs. Ed Levesconte, San Bruno, Calif.; and A. E. Searle, Miller Printing Machinery Co., Pittsburgh. 20. Representing the suppliers' entertainment committee: Harry A.

Porter, Harris-Seybold Co., Cleveland; W. F. Cornell, IPI, N. Y. and Anthony J. Math, S & V, N. Y. William J. Hogan, Michle Ptg. Press & Mfg. Co., of the committee, was absent from this informal snap. 21. E. G. Ryan, ATF, Chicago; E. G. Williams, ATF, Elizabeth, N. J.; G. A. Heintzmann, Dexter Folder Co., N. Y.; and D. W. Schukind, E. P. Lawson Co., N. Y. 22. J. S. Bond, USP&L, Cincinnati; P. L. Mellree, Honolulu Litho Co., Hawaii; Mrs. Bond; Carl K. Schmidt, Schmidt Litho, San Francisco; and Mrs. Morton Schmidt, wearing Hawaiian flower leis (imported by Mr. Mellree and Mr. Schmidt. 23. William Webber, Time, N. Y.; Harry Grandt, Robt. & Porter, N. Y.; Richard Knight, Livermore & Knight, Providence; and Ed Gately, Bank Litho, Providence.

ture he predicted higher taxes, higher wages, and tougher competition.

Bank Stationers

Tuesday afternoon's session was devoted entirely to the annual meeting of the Manufacturing Bank Stationers Section of LNA. An extensive exhibit of sales building material which has been used successfully by bank stationers for increasing volume was shown, and discussion centered around ways and means of increasing sales of bank checks and related items. L. B. Case of the George D. Barnard Co., St. Louis, was re-elected chairman of the section, and F. J. Kraemer, Jr., Dennison & Son, Long Island City, N. Y., was named vice chairman.

The Buyer's Market

From 1940 to 1947 buyers were looking for lithographers, rather than vice versa, but now the capacity of the industry to print has gained more rapidly than has the total dollar volume of business to be printed. This situation was described by T. A. Dadisman, vice president of Printing Developments, Inc., a division of Time, Inc., New York. This situation is good, Mr. Dadisman declared, because it is a challenge which will make us rise to meet it.

He reported results of a survey which his company made recently among several large buyers of printing.

(Mr. Dadisman's complete talk begins on page 40).

At the Wednesday morning session, three officials who administer federal controls in the graphic arts from Washington were introduced and made brief remarks. They were Donald G. Shook, deputy director, Printing & Publishing Div., National Production Authority; Charles J. Grant, administrator of price regulation 121 and other price regulations of the Office of Price Stabilization; and John V. McCarthy of the Printing & Publishing Div., NPA.

Imaginative Sales

"Imaginative Sales Management" was the topic presented by John R. Sargent, partner of Cresap, McCorm-

ick and Paget, New York. He outlined in some detail the factors that make a good sales organization. "The return of competition and the buyers' market has emphasized the importance of good sales management," he said. "To an even greater extent, it has emphasized the need of original,

NEXT YEAR IT'S CHICAGO
The LNA convention in 1953 is
to be at the Edgewater Beach
Hotel, Chicago, June 17, 18 and 19.

creative thinking and imagination that recognizes new market opportunities, and quickly adapts the sales program to changing conditions . . . The tougher the competition, the greater the premium on imagination."

Mr. Sargent summarized his thoughts as follows: First, imaginative sales management is based on good sales management. You can't jump from one end of the scale to the other. You have to build imaginative sales management on the solid foundation of good sales management. Secondly, I urge you to take the time to think and plan for your business more than you ever have done before. If you can't, or won't do it, be sure that somebody with the time, experience, and brain power does do it. If you will add this vital second element to the first—basically good sales management—your business will be set to weather any and all business conditions that may come up for many, many generations into the future.

Industrial Relations

The Thursday morning session was devoted to a panel discussion on industrial relations, and also covered phases of safety and training. M. H. O'Brien, LNA general counsel, was chairman, and panel members were J. A. McIntyre, supervisor of personnel, J. D. Woods and Gordon, Ltd., Toronto; George A. Mattson, industrial relations director, LNA; P. J. Bernard, director of personnel and safety, Wolff Book Mfg. Co., New York; and Charles Shapiro, manager of the educational department, Lithographic Technical Foundation.

Mr. McIntyre emphasized the com-

plexity of human relations, and said that adjustments and modifications must be made continually. There are no standard answers to the problems in human conflicts, but we do need enlightened leadership, he declared. People are the key to carrying out the objectives of the company, he said, and we have to deal with what people think, not with what we think they should think. We have to have sincerity, and recognize that people are important.

Mr. Bernard reported that the indirect costs of accidents are four times the direct costs. In addition to personal injury, there are always lost materials, damaged machinery, losses of wages and time, and damage to morale. Plant conditions in general, cleanliness, good housekeeping—all have a big effect on employee morale, he said. Cooperation of foremen is the key to improved safety and other conditions, he said, and outlined ways and means of setting up an effective safety program. He recommended membership in the National Safety Council which has a printing and publishing division.

Training and education of industrial personnel is now at an all-time high, because management is recognizing its importance, Mr. Mattson reported. Lithography, however, has not kept pace with many other industries. He outlined the need for executive training, also, and told how the sponsorship method works, and of the use of executive conferences and seminars. All such programs must be developed in terms of local needs. He also emphasized that the status of foremen is changing, and they rank high in importance as part of management.

Mr. Shapiro explained in detail the training materials which are available from the Lithographic Technical Foundation. He showed self-teaching kits, and supervisors' kits, for helping trainees to learn well and easily. The main requirement for a training program is someone who needs to be trained, he said. LTF offers aids for all types of lithographic training, whether individual, in-plant or in schools.

Mr. Mattson followed the panel presentation with an outline of labor contract settlements, demands, and trends, across the country. He reported two strikes in progress at the time of the convention—in Kansas City and Detroit.

Cost Control

Oliver F. Ash, Jr., a partner of Conner, Ash and Co., St. Louis Certified Public Accountant, outlined a check list of points as a basis for setting up lithographic cost controls. (Continued on Page 111)

CONVENTION SIDELIGHTS

ON the lighter side of the LNA convention at White Sulphur Springs, there were a few events which should be recorded for future historians.

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This year's convention was the 13th meeting held by LNA at White Sulphur Springs. For those who like to dwell on superstitions, this year's event, the 13th, just barely missed running over through Friday the 13th of June. A good many did stay on through the week.

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In the '30s, from 1931 through 1937, White Sulphur was the convention spot consecutively. Since then it has been the choice in 1941, 1948 and 1952. In 1953 the convention will be held at the Edgewater Beach Hotel, Chicago.

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The weather remained threatening all through the first day, this year, with several thunder showers making golf a dripping affair. The second and third days, however, were sunny and delightfully cool.

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Nine or ten persons from the convention crowd played tennis at one time or another, and quite a little interest was shown in the first LNA tennis tournament. Prizes for tennis, and for the annual golf tournament, were awarded at the President's Reception, prior to the banquet.

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This reception, and the two other cocktail parties and receptions, were put on by the suppliers social activities committee, with nearly 50 supply and equipment firms participating. Chairman of this year's committee was W. F. Cornell, Printing Ink Div., Interchemical Corp., New York. Other committee members were A. J. Math, Sinclair & Valentine Co., New York; W. J. Hogan, Miehle Printing Press & Mfg. Co., New York, and Harry A. Porter, Harris-Seybold Co., Cleveland. Many praises were heard for these events, especially the one held on the Greenbrier terrace in the cool early evening.

A touch of Hawaii greeted those who remained at The Greenbrier through Friday. Carl Schmidt, Schmidt Lithograph Co., San Francisco, and P. L. McIlree, Honolulu Lithograph Co., Honolulu, arranged for 125 leis to be flown in from the islands for the LNA guests. A plane delay held up the lovely garlands until Friday, but they were much in evidence at that time. Even some of the elevator men and waitresses looked Hawaiian. The leis were made of different kinds of flowers from the islands, including orchids.

ml

Two porters in the elevator: "Who is all these photo engravers and lithographers who come down to these conventions?" "Well, you has heard of the engravers. The photo engravers is these guys with cameras who take pictures of engravers and lithographers is just stenographers that lith.

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Two long-record LNA convention attenders were missed this year: Maurice Saunders and Clarence W. Dickinson. Mr. Saunders was in Europe, and Mr. Dickinson is still at home following a series of eye operations. It was the first LNA convention that Mr. Dickinson had ever missed, and the first Mr. Saunders had missed in many years. A telephone call from the Greenbrier reached Mr. Dickinson at his home in Haddam, Connecticut, one evening during the convention, and nearly a dozen friends chatted with him and with Mrs. Dickinson. The doctors still offer him hope for regaining the lost portion of his sight, Dick reported.

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The West Virginia Pulp & Paper Co. was host to a number of persons from the convention for a tour of the company's paper mill at nearby Covington.

Va. Hosts included Byron L. Wehmhoff, director of Westvaco's Service Engineering Dept., and his assistant, Charles Morton. (Incidental intelligence: West Virginia Pulp & Paper Co. does not have an office or mill in the state of West Virginia.)

ml

Ladies of the convention were entertained at a luncheon and for bridge and canasta. Mrs. E. W. Jackson was the convention hostess, and members of the ladies' committee included Mrs. W. H. Walters, Mrs. Paul R. Miller and Mrs. W. Floyd Maxwell. Gerald W. Mathison, Michigan Litho Co., Grand Rapids, again served as golf chairman, and James G. Strobbridge, Strobbridge Litho, New York, was chairman of the tennis committee.

ml

There was a lot of traffic among the exhibits of award winners of the LNA Annual Awards Competition. This exhibit remained open throughout the convention.★

LADIES GOLF CONTEST

LOW GROSS (under 15)	
1st.—Mrs. C. F. Rudnick	94
2nd.—Mrs. M. S. Burroughs	96
LOW GROSS (15 and over)	
1st.—Mrs. J. M. Wolff	101
2nd.—Mrs. Wm. Carroll	102
KICKERS (70-80)	
1st. Mrs. Geo. Loder	87
2nd.—Mrs. Wm. Gildes	87
PUTTING CONTEST	
1st.—Mrs. Reg. Towner	36
2nd.—Mrs. Paul Black	37

MEN'S GOLF CONTEST

PUTTING CONTEST	
1st.—G. W. Mc Sweeney	35
2nd.—C. R. Gregory	35
3rd.—Paul Baxter	36
LOW GROSS (18 holes)	
1st.—Fred Skow	74
2nd.—J. T. Igoe	82
3rd.—Leon Hefington	83
WARREN G. BROWNE MEMORIAL	
J. J. Beigin	99
KICKERS (70-80)	
1st. Paul Baxter	75
2nd.—W. P. Gildes	
3rd.—C. Mellick	
BLIND BOGEY	
1st.—C. Rudnick	82
2nd.—H. C. Castle	
3rd.—H. A. Merten	
ODD HOLE EVENT	
1st.—C. Waldhauer (net 29) also W. F. Cornell—33	
2nd.—Wm. Walters (net 32) (A. I. Walden—33)	
3rd.—Geo. Thompson (net 33) Drawn	
LOW NET (Men 50 & over)	
1st.—W. Evans	71
2nd.—Tom Lausen	71
3rd.—H. Knight	72
LOW NET (Men 50 & Under)	
1st.—C. Kayser	68
2nd.—E. Gately	70
3rd.—F. J. Kreamer	72
TRAUNER MEMORIAL TROPHY	
Jack Wolff	99
Geo. Loder	
Tom Walden	
H. C. Castle	
J. H. Berley	
H. Knight	
Paul Lyle	
EVEN HOLE EVENT	
1st.—R. Heywood (net 31)	drawn
2nd.—H. Isham (net 31)	
3rd.—C. Reed (net 33)	

TENNIS AWARD WINNERS

Mr. and Mrs. Harold Gegenheimer, New York
Gavin Clark, Toronto
William Zabel, Philadelphia
Wayne E. Dorland, New York
Robert F. Long, New York

Meeting the Challenge of a **BUYER'S MARKET**

By **T. A. Dadisman**

Vice President, Printing Developments, Inc.
New York, N. Y.*

PERSONALLY, I prefer to think of the situation confronting us as being a solid move towards "normalcy" rather than a full-blown buyer's market with all of the ominous implications. It seems to me that there is quite a difference in these terms. E. W. Jackson, in his editorial in the June issue of *Modern Lithography* says "This buyer's market is welcomed because there are four areas in our Industry that will benefit by increased competition: 1) Research will be stimulated, 2) Sounder expansion and investment policies will be required, 3) More realistic labor policies and relationships will accrue, 4) It will keep us a thinking, imaginative, creative industry."

We can readily see that this sort of thinking is much more concerned with the businessman's fundamental attitude and philosophical perspective, if you please, than it is with the measure of his individual abilities and capacities. The point of what I am trying to say is reflected fairly well in an editorial statement in *Tide* magazine of May 9th "Now we have the marketing revolution long overdue, long delayed by depression, by war,

by synthetic prosperity, by post-war shortages, by inflationary spending. The marketing revolution will teach us to sell, as it already is, because—the company that does not learn to *sell* will not be able to make." This, as you can see, is quite different from the spirit indicated in the news caption that I saw recently which read "Cautious marketers waiting for a revival in consumer demand." In your business and mine, we just cannot afford to sit around and wait to see what is going to happen. We have to determine industriously why we have sales resistance and then adopt a vigorous selling program.

Let's start out first by trying honestly to determine what our personal company's real problems are. Let's not think about our competitors. Let's have a serious introspection of ourselves, being mindful of the road we travelled to the present, and then define clearly the road we want to travel in the future. Having taken the time to become thoroughly reacquainted with ourselves as management men, then we are in a better

position to transmit more effectively our wishes and desires to the executive assistant staff and on down through departmental managers.

The kind of a market that the lithographic industry enjoyed from 1940 through 1947 was all right from a dollars and cents point of view but too plethoric to stay healthy. Most of you were not out looking for buyers of printing through that period,—rather the buyer was looking for you. Now, due to the change in the equipment picture, it has become clear that the capacity of the industry to print has gained more rapidly than the total dollar volume of business to be printed, but *that is Good!* It is good because it is a challenge and, having been challenged, we must rise up to meet it.

You might be interested in some figures that have been put together recently which spell out in a little different manner what I am trying to say. You probably have heard some sort of "shop talk" that I have been hearing the past few months to the effect that advertising budgets are down and there just is not as much business around, etc. It just

*Before the convention of the Lithographers National Assn., White Sulphur Springs, W. Va., June, 1952.

	1950	1951		April 1952
Magazines	514	562.3	9% increase	20% increase
Newspapers	2,062.3	2,226.0	8% increase	13% decrease
Business Papers	251.1	292.8	17% increase	14% increase
Radio	667.1	690.0	3% increase	14% decrease
Television	185.0	484.4	162% increase	55% increase
Direct Mail (17.4) *	803.2	920.5	15% increase	11½% increase
Outdoor	142.5	149.6	5% increase	6% increase
	4,627.0	5,325.6	15% increase	

* These figures are roughly 17.4% of the total advertising dollar expenditures.

happens that "it ain't so" and here is some factual proof:

The above figures represent millions of advertising dollars spent in each of several major media.

Now for the other side of this dollar volume picture, let's look for a moment at how well lithography is holding its own share. The race between lithography and letterpress between 1939 and 1947 was a very favorable one for offset which made a gain of 212% in that period compared to letterpress' making a gain of only 139%.

Now, let's look at what happened between 1947 and 1950. First, it should be made clear that we have to rely on Government figures that are not as complete as they should be. These figures do indicate that the dollar volume of printing jumped about 185 million dollars between 1947 and 1950. The figures also indicate, however, that offset did not get its normal share of these figures in business. Offset should have had approximately 24 percent of this increase and the adjusted figures indicate that it picked up approximately 15%. Another way of saying this is that offset apparently lost about 9% of this increase to other printing processes.

Again, may I caution that today's figures have had to be put together from many sources and some of you undoubtedly will dispute them, but it definitely appears that offset in the past few years is no longer continuing to make the strides it did between 1939 and 1947. Now, we will ask "Why?"

I don't know anyone who knows

a simple, direct answer, but I do have suggestions that might lead us to part of the answer. Certainly the answer is not to be found in price cutting or in going out to try to cut a bigger piece of the pie for our own selfish end uses. That won't do your company any permanent good and it certainly does nothing for the lithographic industry. The only way we can meet this challenge is to go after new markets and show the present buyer of lithography how he can buy more of it. There is nothing mysterious nor impossible about that. But we won't accomplish it by going about it in the same old way.

Let's swallow our pride long enough to admit we don't know all the answers. Then let's go out after information, counsel and advice. What's wrong with the idea of hiring a bright young fellow and putting him in charge of the "New Markets Department"? Don't give him all the answers that you and your sales manager possess. Turn him loose on his own. Let him go down all the blind alleys as well as the endless streets. Let him ask everybody and anybody everything or anything. Let him talk to customers about your company and your people. You will be amazed and blessed with a wealth of information that is practically impossible to obtain otherwise. We have just finished doing something after this fashion and I am anxious to tell you about it, but before I do, I should like to tell you how it happened.

In our business operation we are just as much a part of the lithographic industry as anyone else when it comes to the problems confronting the Industry. We certainly have sales

resistance and a lot of the other attendant difficulties that go along with manufacturing and selling something. So, when we sat down to get our teeth into an advertising program, we did not know where to begin. The more we started kicking some of these problems around, the more complicated the situation became—so first we went to some of our customers and asked for their thinking. Then we decided to go to some of our customer's customers. We told them what our problem was and asked for their opinions.

The sampling of opinions that we made with four printing buyers grew into the sampling of 28 across the country, hand-picked to represent America's most basic industrial and advertising corporations. In total substance, we wanted to find out from some of the leading printing buyers why they use or do not use lithography, what they think of lithographers as an industry, and what your representatives are doing. Are they giving the printing buyer the proper assistance so that he will buy more printing, or are they not? So, we settled on seven questions to send to these men. We will not divulge their identities because we assured them we would not. Consequently, they have responded in a cooperative manner so as to give you their keenest and most honest thinking.

Please bear in mind that every buyer must give intelligent justification for his actions to two important forces, whether they reside within him or beyond him, and they are: the *Art Director* and the *Financial Director*. Hence, the buyer must evaluate and predetermine the ratio of these forces according to the copy and schedule requirements of each individual job. This is done, oftentimes, with your assistance and guidance, of course, if you are willing to give it to him. If you do this in the proper manner, you will soon find that you are working *with him*, (where he would rather have you) instead of just working *for him*.

Therefore, in order to evoke this type of thinking, our first question read: "How do you feel about offset-

lithography in terms of its advantages and disadvantages as against other printing?"

Advantages Of Offset

As might be expected they replied horizontally that the nature of the job and its art-copy requirements largely determine this. They implied that, if the job were one of critical quality, they would go to letterpress, unless the art work involved soft, flat, tones. Two respondents went to great lengths to clarify this discrimination, showing clearly that they are not convinced that offset can carry as wide a tonal range of reproduction as letterpress. The specific *advantages* they listed for offset are as follows:

1. Speed in getting a job out especially in the color-engraving end and by elimination of makeready. 8 so replied.
2. Greater economy. 14 so replied.
3. Versatility in the use of paper stocks. 8 so replied.
4. Concentrated facilities are usually available as compared to photo-engravings having to be sent to the electrotypist. 7 so replied.
5. Finer screens are available; the process is more photographic. 1 so replied.
6. Excellent in reproducing softness and large halftone areas. 10 so replied.
7. Good on water colors. 4 so replied.
8. More flexible for reprint type of work. 4 so replied.
9. Quality equals letterpress. 4 so replied.

Now for the disadvantages they listed:

1. Offset cannot carry sharp, delicate and heavy values like letterpress. Or lacks "brilliance" of letterpress. 7 so replied.
2. Lacks the uniformity of letterpress. 2 so replied.
3. Poor reproduction of photographs—too grey. 6 so replied.
4. In order to get better quality must spend too much money on paper stock which in turn increases postage cost too. 1 so replied.

5. Not flexible enough for correction of individual color areas such as burnishing or etching in letterpress. 2 so replied.
6. No good for numbering or perforating jobs. 1 so replied.
7. Lacks depth of color that gravure gives. 2 so replied.
8. Reluctance of some lithographers to print on coated stock. 1 so replied.

Now let's point up something apparent here, which, to my thinking,

angle within the lithographic process itself, so we asked "In your opinion, has there been a substantial improvement in offset printing since the end of the war?" 12 said "yes" and 2 said "no"; 3 said "slight improvement."

Then we broke it down into 4 specific points. If they answered "yes" to the major question, we wanted to know *where* the improvement was:

- A. "Is it in reproduction quality?" 12 said "yes" and 4 said "no".

What do buyers think of offset lithography?

Survey turns up some interesting answers.

is the fundamental key to your volume problem. Meeting this thinking with the new tools at your command will open up new markets for lithography that it has never had before. How long are you going to let the stigma of "greyness," "too flat," "not clear nor sharp and brilliant," "too thin in shadows," "not flexible enough," "non-uniformity," etc. be hurled at your process and be made to stick? The means and methods are yours for the reaching and taking *today* not next year or the year after, for invading *many* letterpress markets and *many* gravure markets. There are scores of monthly magazines in the sheet-fed circulation bracket that could be printed better, faster and cheaper than letterpress is doing them now. And why are we afraid of the sheet-fed gravure field? Is there any crime involved in taking two colors to accomplish gravure effects if there be no cost penalty? Your platemaking is much more economical and faster, your press equipment is anywhere from one to three times larger and a third faster. And, with the tools available today, I know that at least 75% of the commercial sheet-fed gravure work can be matched or superseded on a quality basis. All it takes is a little "Imagineering" and effort.

In our second question, we wanted to be more specific on this quality

- B. "Is it in uniformity of quality throughout the run?" 11 said "yes" and 5 said "no."

- C. "Is it in better and faster servicing?" 7 answered "yes" and 5 said "no"; 2 said that inflation made it difficult to say.

Then, for question 3, we went off on another tangent. "What do you consider to be your most important problem in dealing with lithographers?" These are their answers.

1. Trying to get faithful color reproduction. 6 so replied.
2. Trying to get intelligent liaison between buyer and plant. 3 so replied.
3. Salesmen just do not know enough about their own business. 3 so replied.
4. Finding a lithographer who understands special quality requirements and then is honest enough to admit it if his shop cannot produce a particular requirement. 5 so replied.
5. Matching hand proofs with press runs. 6 so replied.
6. I'm going to mention this sixth point even though it does overlap to some degree, because the man who sent this one in characterized so ably what most of the others were saying. So I shall quote it verbatim, "Lack of knowledge of what the process can do. There is still too

much ignorance on the part of executives and salesmen. No one seems to know what to expect of a job — even one that has been proved on a press — until the job is actually printing. Only then do they find themselves either pleased or disappointed."

7. Proper preparation of copy. 1 so replied.
8. To develop and use 3 colors and black for process instead of 6-8 colors. 1 so replied.

These eight points reflect more of what your customer thinks of you than do any others. The answers are genuinely thought-provoking. If your production staff is not performing any better, and your sales staff is not doing the proper public relations and educational job that is indicated here, then you and your executive assistants just are not getting through to them.

Then, on our fourth question, we broke the representative operations into 5 parts like this. "Would you say that the lithographic representatives are giving you the most assistance in

- A. Determining specifications: 4 said "no", 7 said "yes"; 3 indicated "some help."
- B. Estimating? 9 said "yes," 3 said "no," 1 said "some."
- C. Art preparation? 4 said "yes," 8 said "no," 1 said "to some extent."
- D. Advising you of the best technical way in which your job can be produced? 6 said "yes," 8 said "no."
- E. Updating you on all the latest developments in offset lithography? 6 said "yes" and 8 said "no." 1 indicated "some."

Before tallying up these answers, let me point out that three of the respondents did not answer the individual 5 points but said at the bottom of this particular section that the salesmen need an education in all of the mentioned questions. Only one respondent indicated that the lithographic salesmen calling on him are "more knowledgeable" than representatives of other processes.

For our fifth question, we wanted

to learn "How do you determine which of your jobs is to be printed by offset?" The answers were as follows:

1. Depends upon nature of job in terms of quality desired. 13 so replied.
2. When cost is the primary factor. 15 so replied.
3. How copy is to be prepared. 5 so replied.
4. Speed of delivery. 9 so replied.
5. Length of run. 6 so replied.
6. When heavier stock is required such as for a cover. 2 so replied.
7. Area to be printed. 2 so replied.
8. When special soft effects are wanted. 6 so replied.

There certainly is a bundle of valuable information in those eight points, not only for your salesmen, but also for your creative department and production department.

Now we come to a most controversial question. I know, from speaking with lithographers and litho salesmen all over the country that you simply won't believe the answers to the question "Do you have occasion to purchase several jobs a year where top quality of reproduction and uniformity of printing are given precedence over price consideration?" Ten of the respondents answered in the affirmative and 2 replied "a few," while 3 said that they did not completely ignore the cost factor. And those remaining with no answer to the main question came through very nicely on the sub-questions:

- A. "To what extent does such quality determine your placing of printing?"
- B. "To what extent does price alone determine your selection of a supplier?"
- C. "To what extent do other factors such as service and an ability to meet tight schedules influence your decision?"

We knew that these questions were not separable in the manner we stated them, but we did it to make sure the buyer would stop long enough here to qualify his answers and statements. A general summary of their statements would run something like

this: That while many occasions arise justifying the exclusive preeminence of quality specifications, the converse is not true regarding price considerations. Even in cases where price is a dominating factor, it is never so to the total exclusion of some quality factors. The majority of these men indicate that the lithographic suppliers are picked according to reputation or proven performance for whatever quality level the particular job may require, and then price competition comes into play. Schedules, of course, apply in either case, so that inability to meet delivery is a disqualification factor. There are exceptions, however, as one respondent ably put it "We'd rather take more time and do it right." But usually the pressure of getting a job at a predetermined time is as fundamental as a job itself. Therein lies the buyer's chief problem, i.e., getting the kind of a job he would like to have at a price that is fair to all. I certainly agree with you that there are many buyers of printing who do not possess the same practical idealism that these men of my sample offer you. But perhaps if the buyer who insists upon getting something for nothing were left to his own foolishness for awhile, he might awaken. Once you fall into the trap of cutting out part of your overhead cost or splitting the sales expense or reducing your legitimate mark-up on materials, you never get out of it short of catastrophe. And, what the rest of us are worried about is that it can turn out to be disastrous to a large group in the industry. Let me emphasize—the legitimate buyer wants to do business only with firms who are making a profit on his work. Don't be afraid to drop a bad account or two. You will get good ones in return if you and your team are working together and each one knows *what* he is doing, and *does* it.

Our last question is an important one also because there has been a good bit of talk concerning it. We figure there is no answer quite so good as the one to be had for the asking at the original source. "Have

(Continued on Page 107)

SAFETY

How to set up a safety program in a small or medium size plant

By P. J. Bernard

Director of Personnel and Safety
H. Wolff Book Manufacturing Co., Inc.
New York, N. Y.*

ALL branches of the graphic arts industry are becoming increasingly accident conscious. Each year more firms are setting up safety programs because they have come to realize that accident prevention is a real vital factor in the economic success of their businesses. To society this means lives saved, misery and suffering spared and the natural human resources utilized more fully. To industry, it means lower costs and greater efficiency. To the safety man it means a job well done.

When speaking of accidents, we are often misled by thinking that accidents mean only personal injuries. However, when an accident occurs several things usually happen. One or more workers are injured, a machine may be damaged or wrecked, or material may be spoiled. In all cases, there is a loss of productive time and efficiency.

The indirect costs are four times as great as the direct costs. One of the main indirect costs of accidents that is too often overlooked is their effect on employee morale. Accidents and their causes, such as poor house-keeping, unguarded machinery and lack of training have a depressing effect on every employee.

Any accident interferes with normal operation and is caused mostly by improper performance by the workman, or by unsafe or improper conditions which management failed to correct.

The accident problem in the graphic arts industry is no different than it was in most industries, until they discovered the tremendous indirect losses, as well as the direct costs of high accident rates. They came to look upon accidents as errors in production. Foremen and supervisors were given instruction and training on how to recognize and correct accident hazards. The foreman was made aware of the cost of each accident, including the loss of wages to the injured worker and the loss of his services to the company, as well as medical and compensation costs. He was also advised on how these costs affected the company's competitive position. Accident prevention became a profitable investment instead of an overhead as formerly supposed.

Since we are mostly concerned with the safety problems of the medium and small size plants, I will confine my remarks to this type of establishment.

*Excerpts from a talk before the annual convention of the Lithographers National Assn., White Sulphur Springs, W. Va., June, 1952.

When organizing a safety program management must set up a clear cut policy with regard to its administration. It must also be made definite that this policy will receive the utmost support with the ultimate goal of making safety an integral part of production.

1. We must now hire a man, or select a man from the ranks, to head up the program on a part time basis who would be best suited for the nature of the duties involved. He must be a person who likes people and is interested in working with them and for their welfare. He must possess the character to win the respect and confidence of the workers and supervisors to gain their cooperation. If he lacks the technical knowledge or education he should be willing to acquire the necessary background by attending a college, or through self-instruction to prepare himself for this position on the management team.

2. Next an analysis must be prepared of the accident experience for at least the past 3 to 5 years to ascertain predominant causes and types of accidents so that corrective measures can be taken to prevent recurrence. Like a doctor, we must di-

agnose the patient's ailment before we can prescribe a remedy.

3. Our next step is to hold a meeting with the plant supervisors and foremen to acquaint them with the safety policy and instruct them in the part they are expected to play.

4. We must now make a thorough inspection of the plant to uncover all hazards, and improper conditions, such as unguarded or improperly guarded machines; plant equipment, such as hoisting apparatus, elevators, material handling machinery, fire fighting equipment, conveyors, trucks, floors, lights, ventilation, locker rooms, toilets, drinking fountains, etc. Once we have corrected all unsafe or improper conditions our plant inspection revealed we have proven our sincerity of purpose to the workers and are now ready to sell them the safety program. Too many new safety programs have been ineffective, or fallen by the wayside because management failed to realize the importance of first putting their house in order. While we were removing the plant hazards, we should have been busy giving our supervisors and foremen their safety training to prepare them for their new responsibilities. This in the outset should be done by an outsider with lectures, safety films, soundslides and other visual aids.

The safety program like a chain will be only as strong as its weakest link, and in this case it will be only as strong as the weakest foreman. Active participation and cooperation on the part of the foremen is the key to the successful operation of the entire program. Yet, these are the real safety men who must set the example for the employees in their charge to follow.

5. Next we should organize our plant safety committee and designate a chairman. These men should be selected not because they can be easily spared time, from their jobs, but on the basis of their interest in safety work. The committee members should receive instructions on the operation of the safety plan, how to make inspections, make suggestions and recommendations for correction of hazards.

6. Safety meetings should be held regularly at least once a month to discuss the findings or ideas of the committee. Management committee members should attend every meeting if possible. All justifiable recommendations for improvement should be taken care of immediately to maintain and stimulate interest. Delay could result in a preventable accident.

Safety is a Key Factor in Employee Relations

7. The training of the workers to accept safety as part of their every day work routine is a long drawn out affair requiring much time and patience. The training can best be done through safety instruction classes held on company time. Other means to be used include posters, leaflets, bulletins and direct training from the foreman.

8. Housekeeping is one of the most important parts of the safety program. If there is a place for everything and everything is kept in its place, we can make a substantial reduction in the accident rate. So much so that I will venture a prediction that any plant now operating without an organized safety program can reduce their accident costs from 10% to 25% with a general housecleaning in the spring, summer, fall and winter. The Wolff Company was successful in reducing accident costs 60% through better housekeeping not to mention the savings from the less damaged materials, and time saved by being able to move loads through open aisles without unnecessary delays.

9. Safety rules well developed and easy to follow should be made available to all employees in booklet form. New employees should be required to study all the rules before reporting for work.

10. Every plant must maintain adequate first aid facilities with trained first aid attendants if they cannot afford a dispensary with a registered nurse or doctor in charge to take care

of all accident cases or on the job illness. Educating the employees to seek immediate first aid when injured, prevents complications later on.

11. Proper records of all accidents and accident investigations must be kept. These records are vital in preparing reports to top management and letting the workers know how the safety program is doing.

12. Pre-employment physical examinations should be a must to weed out applicants suffering from medical conditions that may become compensable accident cases. The Wolff Company has saved thousands of dollars since pre-employment physical became a part of the hiring procedure. It might interest you to know that in the month of May our doctor rejected three applicants for hernias which could have cost us \$800.00 each or a total of \$2400.00. Old employees should be encouraged to have an examination to see if they are suffering from any physical defects which might result in an injury.

13. A well managed safety suggestion system with awards given can play an important role in promoting safety. All suggestions should be studied carefully. Those accepted should be put into use as soon as possible and the awards made to the suggestor by a top management official in the presence of his foreman and co-workers to arouse the interest of others.

14. Continuous follow-up is necessary if our safety program is to function efficiently. We must keep the movement alive so that everyone will be on his toes. New machines mean new problems and ideas. The safety organization must keep pace with the development of new production techniques. We cannot stand still or pat on previous accomplishments; otherwise we are risking a general letdown, or are heading for a bad fall.

15. It is my opinion that all firms should consider becoming members of the National Safety Council to top off a safety program. To me this has a great deal of significance.

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Craftsmen's Convention Program Announced

St. Louis, August 10-13

A detailed program for the annual convention of the International Assn. of Printing House Craftsmen was announced last month by Thomas L. Shepherd, chairman of publicity for the St. Louis meeting. The sessions will be held in the Jefferson Hotel, that city, August 10-13. G. Stuart Braznell, of the Braznell Co., is general convention chairman.

The program is as follows:

Sunday—August 10th

9:00 A.M. to 4:00 P.M.—Registration
8:00 to 9:00 P.M.—Opening Session
9:00 P.M.—Reception

Monday—August 11th

9:00 A.M.—Registration
9:30 to 10:30—Business Meeting
10:30—"Widening Horizons for Craftsmanship"—Presiding: Gordon J. Holmquist, First International Vice-President
"Training for the Future"—William Gutwein, Chairman, Supervisory Training Committee
"Safety—A Production Necessity!"—Willard A. Anderson, Chairman, Safety Committee
12:30 P.M.—Club Management Luncheon
Presiding: Thomas P. Mahoney, Third International Vice-President
"Well Planned Programs Pay Off"—Harold Gale, Chairman, International Club Program Committee
"Your Club Bulletin—the Tie that Binds"—Harold G. Crankshaw, Chairman, Club Bulletin Service Committee
"Membership—A Never-ending Project"—Harry R. Christopher, Chairman, Membership Commission
"Keeping Records that Count"—Albert L. Kolb, International Treasurer
3:00 P.M. to 5:30 P.M.: Two Clinics Simultaneously
Design and Typography Clinic—Presiding: Harold N. King, Second International Vice President
John Lamoureux, vice president of Warwick Typographers of St. Louis; Glenn M. Pagett of the Typographic Service of Indianapolis; W. J. van Wormer, Jr., art director of Mc-

Cormick-Armstrong Company of Wichita, Kansas; William P. Gleason, Colonial Press of New York; Tommy Tommasini, superintendent of University of California Press of Berkeley, California; Howard N. Keefe, manager and typographer of Arrow Press of Cincinnati.

3: P.M. to 5:30 P.M.—"Looking Ahead with the Big Three"—Presiding: Edward A. Aitken, Chairman, International Technical Commission

"Offset Lithography Continues Rapid Progress"—Speaker: Milton Mild, Superintendent of Art Dept., Western Printing & Lithographing Co., Southwestern Division, St. Louis, Mo.

"Letterpress Makes Strides"—Speaker: Robert Thiele, U. S. Printing & Lithographing Co., Cincinnati, Ohio

"Gravure Presents a Continued Challenge"—Speaker: Frank Preucil, Research Director, Chicago Rotoprint Company

Dinner on your own

7:30 P.M.—Municipal Opera

Tuesday—August 12th

9:30 A.M.—Business Meeting
10:30 A.M.—Printing Week Clinic—Presiding: A. R. Tommasini, Chairman, Public Relations Commission
Speaker: Ferd Voiland, Jr., Chairman, Printing Week Committee
(Two additional speakers to be announced.)

Luncheon on your own

2:00 P.M. to 5:30—Tour of City and Anheuser-Busch brewery.

Dinner on your own

9:00 P.M. to 11:30—Boat Ride S. S. Admiral, Mississippi River.

12:00 Midnight—Caucus

Wednesday—August 13th

9:30 A.M. to 12:00—Business Meeting
12:30 P.M. to 2:30 P.M.—Luncheon—"The Craftsman's Part in Human Relations"—Talk by Claude V. McBroom, Director of Manufacturing, Meredith Publishing Co.

Introduced by Robert L. Jolley, Scheduling Manager, Meredith Publishing Company

2:30 P.M. to 4:30—"The Eighth District Answers"—A Production Program Clinic—Presiding: J. Homer Winkler, International President

Members of Panel: Gardner Wright, Manager, Acme Paper Company, St.

Louis (Paper). John Braznell, Secy.-Treas., Braznell Company, St. Louis (Ink). Robert Dunn, manager, Sam'l Bingham's Son Mfg. Co., St. Louis (Rollers). Gene C. Meston, vice president, Capital City Printing Plate Company, Des Moines (Electrotypes). W. J. van Wormer, Jr., art director, McCormick-Armstrong Company, Wichita (Copy Preparation and Layout). L. P. Albaugh, pressroom superintendent, Meredith Publishing Company, Des Moines (Presswork—Letterpress). Wm. H. Talley, Modern Bindery, Tulsa (Bindery). Willard J. Roeder, president, Beaumont Art Studios, St. Louis (Offset Plates). Ed. Nastali, Spangler-Mindlin Press, Inc., Kansas City, Mo. (Presswork-Offset).

6:00 P.M.—Cocktail Party

7:00 P.M.—Dinner Dance—Gold Room, Hotel Jefferson

LADIES' PROGRAM

Sunday—August 10th

9:00 A.M. to 12:00—Registration
1:00 P.M. to 4:00 P.M.—Registration
8:00 P.M. to 9:00 P.M.—Ladies invited to attend Opening Ceremony of Convention
9:00 P.M. 'til—Ladies invited to attend reception

Monday—August 11th

9:00 A.M.—Registration
Morning free until 1:15 P.M.
12:15 P.M.—Assemble in Hotel Lobby to board special buses for Chase Hotel
1:00 P.M. to 3:30 P.M.—Luncheon in Starlight Roof of Chase Hotel, followed by radio show with audience participation exclusively for Craftsmen Ladies. \$300.00 in beautiful prizes will be awarded.
3:30 P.M. to 4:00 P.M.—Board buses for return to Hotel Jefferson.
Free time and dinner on your own
7:30 P.M. to 8:00 P.M.—Board buses at Hotel Jefferson for performance at world-famous Municipal Opera.
8:15 P.M. to 11:00 P.M.—Municipal Opera—after performance special buses for return to Hotel Jefferson.

Tuesday—August 12th

9:15 A.M.—Assemble in Hotel Jefferson lobby for Sight Seeing trip and box luncheon in Tilles Park.
4:30 P.M.—Relaxation—followed by dinner on your own.
8:00 P.M.—Busses for the boat trip.
9:00 P.M. to 11:30 P.M.—Boat Ride on Steamship Admiral—pride of the Mississippi.

Wednesday—August 13th

9:30 A.M.—Breakfast in the beautiful Boulevard Room of Hotel Jefferson. Exciting fashion show to follow.
11:30 A.M. to 6:30 P.M.—Free time for shopping, sleeping, being beautiful or visiting people or seeing things missed so far.
6:30 P.M.—Cocktail party.
7:00 P.M.—Dinner dance, Gold Room, Hotel Jefferson.★★



How Research has Paid Off

By William M. Winship

Brett Lithographing Co., Long Island City, N. Y.

Pres., Lithographic Technical Foundation*

**Improved quality and lowered costs
have resulted from cooperative and
private lithographic research projects**

MORE improvements have come in lithography than in any other graphic arts process. Research has contributed greatly to this growth and improvement.

I shall review briefly the important research and technical developments which have come into extensive or limited use since World War II, developments which have contributed to improved quality, quality control, increased production, greater uniformity and lowered costs, developments that have come from private research in this and other industries—some excellent ones from the limited program of cooperative research done by the Lithographic Technical Foundation.

As I see it, without a marriage of real craftsmanship with procedures based on sound technical information we cannot keep pace with other industries, many of which, like electronics and plastics, have grown out of research and are not hidebound by tradition. Some of them are bidding for the same dollars we seek.

We *must*, we *can*, and we *are*, through LTF and its increasingly effective cooperation with the private research laboratories, making use of a number of such modern tools as radioactive tracers born out of atomic research. There is a tool which could be utilized only by a competent research laboratory, such as LTF. Very few plants would have the equipment, the know-how, or be willing to chance using it in their own plants.

PHOTOTYPESETTING —

One of the first important developments after the war was phototypesetting. We now have machines on which type is set on photographic film so that they produce a negative or positive directly. As you can see, such a machine will find many applications in lithography, since it will give us better quality in our litho type at lower costs, because we will have no further photographic operation.

COLOR CORRECTION—An-

other important trend is the increased use of masking for color correction. We do not have to wait for anything new or revolutionary in masking before we can use it. The basic principles of masking were laid down by Eastman Kodak in the publication "Modern Masking Method" put out in 1935, and the method described then is still not out of date. The successful use of masking in a plant depends on how well the camera and art departments get together and how good a selling job can be done on the artists to convince them that masking is not going to put them out of a job. They must be convinced that masking has been introduced to make their jobs easier, to enable them to use their skill and experience on a greater number of jobs and to let the masking do the bulk of the color correcting. The demand for more color reproductions will increase with

our ability to produce more quality color reproductions and our ability to reduce time and cost in the preparation of a set of printing plates. In our plant, the use of masking has reduced our retouching time up to 50% and in our judgment, has improved the quality of the reproduction. A word of caution, however—not all jobs lend themselves to masking; in fact, masking on the wrong job might prove more expensive than no masking at all.

In connection with masking, the last four years have witnessed work on automatic masking by electronics. The Time-Life scanner and the Interchemical scanner, recently taken over by RCA, are examples. It is true that scanners have not made much headway yet, but they certainly show promise of speeding up the job of color reproduction.

CONTACT SCREEN—Among other new developments is the contact screen. Its use has increased since the war, as it gives better control of reproduction contrast and greatly improves the tone reproduction quality. Superior black and white and color work have been accomplished by the new contact screen.

LENSES—The United States has taken over leadership from Germany which for years was the leader in photographic lenses. This has been possible due to the development of new glass and the use of lens coatings.

*Before the convention of the Lithographers National Association, White Sulphur Springs, W. Va., June, 1962.

I refer to the Kodak Process Ektar Lens. It is the first process lens which uses the new rare element glass developed by Kodak during the war. The use of this new glass makes it possible to get better correction in a lens with a wider field. With regard to lens coatings, it is true that they were known before the war, but their general use in our industry came in after the war.

ARC LIGHTS—A still further step forward is the improvement in arc lights. With the introduction of motor-driven arcs we've been able to get more constant light with no flicker. Fluorescent illumination for cameras is also coming into use, and it is said by users that color fluorescent lights for color separation have resulted in better work especially in the reproduction of paintings. LTF was instrumental in encouraging manufacturers to undertake the development of these lamps. The use of colored fluorescent lights for lithography was pioneered by Frank Myers of Copiflyer Lithograph Corp., Cleveland.

PLATE MAKING—These improvements in photography have helped, but, by far, the most important developments in lithography have been in platemaking. LTF has concentrated most of its attention since the war on the problems of platemaking. And we have succeeded in licking most of them, at least, to the point where platemaking is no longer a serious source of error. We attacked three phases of this problem:

- I. The water receptivity of the non-image areas.
- II. The ink receptivity of the image areas.
- III. The control of tones in the image areas.

I. The water receptivity of the non-image areas was improved by: (1) the use of surface treatments—Cronak for zinc, and Brunak for aluminum, and (2) development of new desensitizing gums and better techniques for applying them—cellulose gum etches for zinc albumin, and deep-etch, and aluminum albumin plates; and, the drying of etches in

I strongly recommend you make up a check list of steps in the lithographic process in which the private research and the research of the Foundation have been effective since the war. I don't care how big or how small or how old or how new your plant is—go through all your methods, procedures and equipment to see how you stack up.

Now here's a very brief and general list. You can make up your own and break it down into sub-divisions to fit your own plant equipment and type of business.

1. Copy Preparation Methods
2. Light Sources
3. Light Measuring Devices
4. Color Correction Methods and Devices—including Masking
5. Plate Making Methods—Procedures, and Plate Treatments
6. The Sensitivity Guide
7. New Types of Plates—pregrained, bi-metallic
8. New Coatings—Lacquers
9. Conditioning and Cleaning Fountain Rollers
10. Control of Fountain Solutions
11. New Methods of make-ready and press packing
12. New types of blankets, their care and use.

There has been valuable new information on every one of these subjects released since the war. Many of these developments contribute to the control of tone reproduction and provide measuring devices for control.

From William Winship's Talk

general including gum arabic etches for all plates, and especially aluminum deep-etch plates.

II. The ink receptivity of image areas has been improved by the use of the new lacquers. LTF did not

develop these lacquers, but discovered them in connection with the development of blinding tests. The lacquer works on both deep-etch and albumin plates, and so far, has been responsible for many remarkable improvements in printing; especially where bad combinations of paper and ink are involved (such as food colors on parchment paper).

III. The tone reproduction of the image has been controlled by the Sensitivity Guide. Many of the 43 variables which have been haunting platemaking ever since its discovery, can be controlled by the use of the Sensitivity Guide. The Sensitivity Guide has given the platemaker the same control the photographer has had for years with the use of the Densitometer. It is now possible to calculate exposures, eliminating guess work and the majority of tonal errors in the platemaking department. It assures us of more uniform plates, reduced number of makeovers in the platemaking department, and eliminates any bickering between the art department and the platemaking department as to whether or not the fault is in the positive.

The one thing that has kept lithography out of the deadline publishing field, has been the uncertainty of the plates. One could never be sure after a plate was made if it was going to give 100 impressions or 100,000. With all the work that has been done in platemaking since the war this is no longer the case. It is now possible to make plates that will print consistently on the press on substantial runs. So you can expect to see lithography entering the deadline publishing field. This big change has been the result of intensive research in which the Lithographic Technical Foundation has played a big part.

These developments which have improved the quality of the plates, necessitating fewer makeovers and quicker make-readies on the press, have resulted in a reduction of cost to the lithographer. I don't have the exact figures on the savings, but they run into hundreds of thousands of dollars, largely in saving press down

(Continued on Page 101)

Planetary Rubometer for Ink Testing

By

W. C. Walker & A. C. Zettlemoyer

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ONE of the properties which customers are more and more frequently demanding of inks is rub-resistance. Rub-resistance is necessary to preserve the sharp, clean appearance of a piece of printed matter until it has completed its useful life. It is important in many branches of printing, but the heaviest emphasis generally is placed upon this property in the packaging field where prints frequently are subjected to violent handling before reaching the ultimate consumer. Because of this demand the ink maker must be well equipped to evaluate the rub-resistance of his inks. The ability to measure rub-resistance must come before full advantage can be taken of available inks and superior formulations developed. Although a number of instruments have been used for such measurements, none of them has fulfilled completely the needs of the ink maker, printer, or lithographer.

The types of rubbing action which are encountered in practice and should be simulated in a good rub tester vary greatly. A carton must withstand the firm grip of the filling machines as well as the rubbing action against its neighbor during shipment and against the clothes of the ultimate purchaser. The printed page of a magazine is carried through the printing press for additional colors and

through the collating and binding machines; it is wrapped, shipped and sent to the hands of the reader. These and a multitude of other printed products are subjected to such a wide variety of rubbing actions that it is impractical, if not impossible, to duplicate all of them with exactness in the laboratory. The practical answer to rub testing, therefore, lies in the use of a relatively simple instrument with a simple kind of action, the severity of which can be adjusted and reproduced readily.

Many types of machines have been built for this purpose, but none has been satisfactory enough to gain wide adoption and to be considered the accepted standard. As a result there is a great deal of confusion in the graphic arts industry today on the proper measurement of rub-resistance. Many of the machines now in use have been constructed by individual plants for their own purposes and differ widely in their characteristics. In addition, there are several instruments for this work now available on the market. Each of them, however, fails to meet the requirements for one or more reasons, and there is a great need for a more universally satisfactory instrument in this field.

In recognition of this, the National Printing Ink Research Institute has been studying this problem with

the development of a superior instrument as an objective. This study has resulted in the development of the NPRI Planetary Rubometer.

Features

ON the basis of presently available knowledge on the testing of rub-resistance, it is felt that the ideal laboratory instrument for measuring this property of prints should have the following characteristics:

1. Reproducible rubbing conditions.
2. Adjustable rubbing severity.
3. Emphasis on ink film failures.
4. Simplicity of operation.
5. Low speed.
6. Flexibility.
7. Production of a distinct, uniform rub-off pattern.
8. Compactness and portability.
9. Minimum cost.

The new NPRI Planetary Rubometer has a very unique design and action which give it these ideal characteristics to a remarkable extent. The general appearance of the instrument is shown in the accompanying illustrations, as is the construction of the rubbing arm. The compactness and portability of the Rubometer are apparent from the pictures. As is also shown here, the tester is designed to be placed directly on a

press sheet or other form of printed matter in the region that is to be tested. Thus the print need not be cut to an exact size nor clamped in place.

As indicated in the illustration, the shoe is on the end of a rotating arm so that it has a circular motion. Actually it is not fixed to this arm, however, but has a rotation of its own. Thus the motion is very similar to that of a rotating planet moving around the sun in a circular orbit. The rotation of the shoe itself is very slow, however, and is just sufficient to prevent exact repetitions. The path of a typical point on the rubbing shoe over the surface of the print is shown in Figure 1.

This type of rubbing action has several advantages. First, the rubbing action occurs in all possible directions with respect to the grain, or machine direction, of the stocks involved. Rub-resistance is frequently different in different directions on a print, and this machine gives a result that is an average with regard to this effect.

Furthermore, the non-repeating feature of this motion eliminates the development of deep scratches in the print and streaks on the rub-off pattern. Gouging and streaking are very undesirable since they complicate the interpretation of the results and are effects which very seldom develop under practical conditions.

The motor drive and the simple, direct adjustments for pressure and number of rubs assure reproducibility and minimize the possibility of human errors. The motor has sufficient power to maintain its speed of twenty-five r.p.m. over a wide range of conditions and does not heat up appreciably even on prolonged use. This speed is low enough so that there is no appreciable build-up of frictional heat at the print surface. The pressures of one-half, one, and two pounds per square inch are applied by the use of weights which act on the rubbing shoe through a lever which magnifies their effect so that relatively small, compact weights can be used. The number of rubs employed is controlled by setting the control knob to the desired number (from

one to fifty) and raising it slightly; the instrument will then run for the desired number of revolutions and shut off automatically. Thus the speed, pressure, and duration of rub-

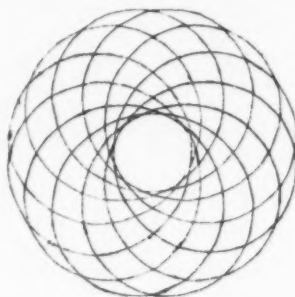


Figure 1

bing are controlled very closely to obtain reproducibility, and the pressure and duration of rub can be varied to give a range of testing severity.

The Planetary Rubometer is also designed to slow ink transfer primarily rather than the more advanced destruction of the print where the paper or other stock is extensively involved. The approximate ratio of ten to one of the print area to the area of the square under the shoe makes the severity of the action much greater on the small square. This situation can be used to magnify the desired effect. For instance, if a piece of unprinted stock is placed under the shoe and rubbed against a print, a small amount of ink transfer will give a distinct effect on the square before the print is defaced appreciably. If the examination of more advanced stages of ink transfer is desired, more rubs and/or higher pressures can be used, or a square cut from the print can be used under the shoe and rubbed against another print or against unprinted stock. Thus, properly used, the Planetary Rubometer can show up a wide variety of effects.

The instrument can also be used on a wide variety of stocks from the thinnest book papers to the heaviest boxboards. Actually the instrument is totally unaffected by the thickness of the print on which it is placed, and

the shoe will handle squares of stock under it at least up to seventy thousandths of an inch in thickness.

Another very important feature of the NPIRI Planetary Rubometer is the uniformity of the rub-off patterns developed on the squares placed under the rubbing shoe. When unprinted stock is rubbed against a print, for instance, the ink transfers to the square in a smudge that is as uniform as is allowed by the surface structure of the stock used. There is very little tendency for the development of scratches or streaks on either the print or the rubbing surface. This uniformity of pattern aids the visual examination of the results and makes much more practical their evaluation by means of a reflection meter.

Operation

THE operation of the Planetary Rubometer is simplicity itself. Most of the details are included in the proposed standard test method for its use, but the major steps are as follows:

1. Place the print to be tested on any flat surface.
2. Place the Rubometer on the portion of the print to be rubbed.
3. Cut a 1-1/2 inch square of the material to be rubbed against it.
4. Place this square under the rubbing shoe.
5. Set the control knob to the desired number of rubs, and be sure that the proper weight is in place.
6. Start the machine and allow it to run until it stops automatically.
7. Remove the Rubometer and examine the results.

None of these steps is complicated, and the whole procedure takes only a very few minutes.

Reporting the Results

RESULTS may be reported in terms of reflection meter readings or in terms of comparison with a standard, or the rub-off pattern and print may be attached directly to the report. The report must also contain information as to the pressure, the number of revolutions, and the nature of the rubbing material used. Even though careful control

is needed during the tests, it must be remembered that the determination of rub-resistance is inherently not a precision measurement. It is well, therefore, to make several check runs to confirm important results.

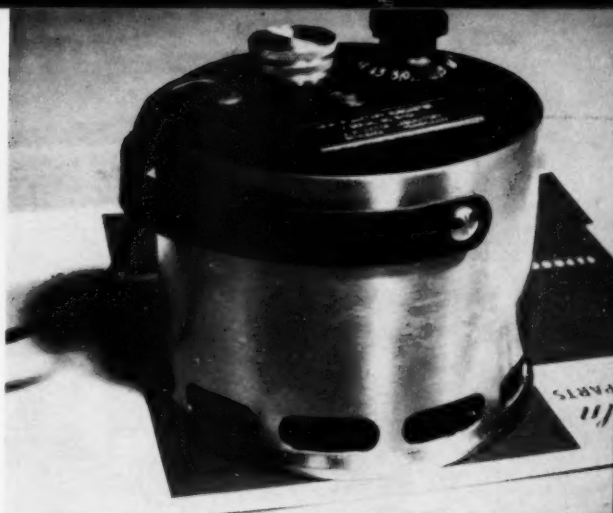
In some instances rub specifications have been set up which require no rub-off at all within a set number of rubs under specified conditions. Compliance with such specifications is very difficult since practically every print will rub off to some extent, unless it has been over-printed, and since the distinction between the presence and absence of rub-off is very difficult to judge, a specification calling for less than a particular amount of rub-off is much more practical.

Evaluation

THE Planetary Rubometer has undergone extensive testing, but this work is not yet completed. It has been examined carefully and run on a wide variety of jobs not only by the Ink Research Institute but also by several ink plants, carton printers, carton users, and by a publication printer. It is also under consideration by committees of A. S. T. M., The Packaging Institute, and the Folding Paper Box Association for adoption as a standard.

The results obtained with the Rubometer to date have been very promising. They have been shown to be highly reproducible and to correlate well with experience in the shipping characteristics of folding boxes. Users also have been well pleased by the

The
NPRI
Planetary
Rubometer
in
Operating
Position



ease and convenience with which it can be handled.

Proper evaluation of a rub tester is a difficult matter. The primary point to be established is how well the results it gives check with the deterioration shown by the prints under actual use conditions. The major point of difficulty is that actual use conditions vary widely in their severity even for a particular article. Thus, if two cartons were examined for differences in their conditions at the end of their normal useful lives, any differences observed would more probably be due to differences in severity of handling than to differences in the quality of the box. Reliable knowledge of the actual relative ability of cartons to withstand shipping is gained either through long experience or through extensive and carefully controlled shipping tests.

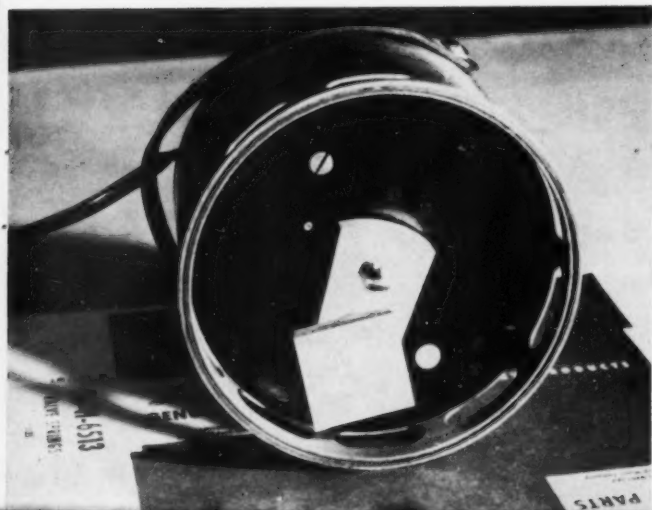
Precautions

ALTHOUGH rub-testing is apparently a very simple test to carry out, there are several important precautions which should be pointed out at this time. First of all the *age of a print* is an important factor in its rub-resistance. In testing an ink for rub-resistance it should be made certain that the print has been given the amount of drying time that normally will be allowed before it meets service conditions. Frequently an appropriate time is agreed upon by the parties involved. Also in the comparison of two prints for rub-resistance it is important that any significant differences in age be known and taken into account.

Another factor of importance is the *cleanliness of the print* under test. A print generally picks up dust and dirt on its surface from two major sources: from offset sprays or powders and from dust settling out of the air. Materials of this nature on the surface of a print usually have a major effect on its rub-resistance. Thus, the print should be carefully wiped off before testing unless it is desired that these materials be present. It is generally very difficult to get reproducible results with prints that have not been cleaned, although this is frequently the condition in which prints are rubbed in actual use.

In certain cases *special contaminants* also may be present which may affect the rub-resistance of the print.

Bottom
View
of
NPRI
Planetary
Rubometer



NEW better than ever... **GLAZCOTE**

*it's
Homogenized*

**new GLAZCOTE
mixes instantly and
completely with ANY
printing ink....
conditions ink for
tough, scratch-proof
printing.**

SEE FOR YOURSELF

Try this new Homogenized Glazcote. Test it, examine it. Your satisfaction is guaranteed.



The newly improved, *homogenized* Glazcote now can be blended rapidly and thoroughly with any printing ink. This means you can have tough, glossy, scratchproof impressions on *all* your jobs—with the resulting high customer satisfaction. And the cost is amazingly low.



Glazcote conditions ink to dry with an armored finish, keeps it from being scratched or marred during cutting, scoring, folding and gathering. It protects through handling, stacking and shipping, too, so your customers receive the top-quality, clean, unmarred printing that brings repeat orders. Glazcote will never separate, settle or chalk.

See your dealer today or write us for a 4 lb. trial can. If you are not completely satisfied, return the unused portion at our expense.

Central



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EXPORT DIVISION: Guiterman Co., Inc., 35 S. William St., New York 4, N.Y.

Examples of such contaminants include moisture, alcohol, perspiration, mineral oil, soaps, and many others. Where such materials are likely to be encountered, it is well to check their effect on rub-resistance.

One of the common uses of a rub tester in a printing ink plant is in the development and control of rub-resistant formulations. In such work it is important to realize that the paper stock used has a considerable effect on the rub-resistance of a print. The influence of the paper stock is generally due either to the rub-resistance of the stock itself or to the vehicle draining characteristics of the paper surface. Excessive vehicle drainage can

deplete the film of binder and thus reduce its ability to withstand mechanical action.

Availability

THE NPIRI Planetary Rubometer is not available at the present time. Too many rub testers are already in use, and it is not intended that the Rubometer be put on the market until it has been clearly established that this instrument has an important place in the field and will not merely add to the confusion. When this point has been established, it will be produced by the J. N. Victor Laboratories of Bethlehem, Pa.★★

duction of a color-corrected photographic record which comprises subjecting a photographic material which contains in at least one layer; a substantive color-former which has in the position at which the said color-former couples on color development an acid grouping selected from carboxylic and sulphonic acid groups and also contains a record dye image obtained by such coupling development, the said dye image undesirably absorbing to some extent light of wavelengths which it is desired that it should transmit, to treatment with a basic dye, thereby forming with the residual color-former in the said layer an image of opposite sign to the said record dye image, the said image of opposite sign being in a complex of such residual color-former and said basic dye, the hue and intensity of such image of opposite sign being such that it absorbs light of at least some of the wavelengths which the record dye image undesirably absorbs, so that the absorption of such wavelengths is substantially uniform over the whole layer, and transmits more freely than the record dye image in the remaining wavelengths.

*Comparison Type Densitometer.

U. S. Patent 2,504,514. Monroe H. Sweet. *Official Gazette* 657, No. 5, April 29, 1952, Pages 1387-8. 1. A comparison densitometer comprising, in combination, a primary incandescent lamp; a comparison incandescent lamp; said lamps having such characteristics that their light intensity is logarithmically related to the electrical energy supplied; a light responsive means; mechanism effective alternately to direct upon said means light from said primary lamp through a sample whose density is to be measured and light directly from said comparison lamp; variable impedance means in series circuit relation with a source of potential and said comparison lamp; indicating means, having a substantially uniform density scale, operatively connected to said impedance means; means having a pair of input terminals, operative to vary the impedance of said impedance means as a function of the relative potentials of said input terminals; and switching means operable in synchronism with said mechanism to connect said input terminals alternately to the output of said light responsive means to control said variable impedance means to vary the potential applied to said comparison lamp to balance the light incident upon said light responsive means from both of said lamps.

*Method For Making Masks For Photographic Transparencies. U. S. Patent 2,506,677. John W. Gosling and Charles S. Combs. *Official Gazette* 658, No. 2, May 13, 1952, Page 529. 1. The method of making a masked photographic transparency which comprises marginally sealing a photographic transparency between a transparent sheet and a photographic element carrying a light-sensitive emulsion layer on a transparent support, with said sensitive layer outermost, without separating said elements exposing said emulsion layer through said transparency and developing a masking image in said exposed layer.

*Photo-Mechanical Halftone Screens. *British Patent* 628,872. Kodak Ltd. *Abridgement of Specifications* Group XX, Page 136. Relates to a method of manufacturing contact halftone screens such as are described in Specification 544, 033, in

TECHNICAL BRIEFS

Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

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Photography, Tone and Color Correction

*Photoelectric Exposure Control. U. S. Patent 2,592,035. George Jacoby. *Official Gazette* 657, 2, April 8, 1952, Pages 485-6. 1. A photoelectric exposure meter circuit for ascertaining and controlling the setting of correct exposure for photographic pictures comprising a self-generating photoelectric cell which supplies current for the circuit according to the light falling on it, a measuring instrument, resistances connected in circuit relation with the cell and instrument, the resistances comprising two branches connected to one side of the photocell in parallel relation to each other, each branch comprising a plurality of resistances connected together, adjusting means for a plurality of the resistances in each branch,

a plurality of exposure control means, a separate adjusting means from each branch being mechanically coupled to each of the exposure control means, the two branches being connected at their opposite ends to each other, and means connecting said ends to the other side of the photocell, said resistance adjusting means being correlated with the exposure factors whereby the adjustment of the resistances causes the instrument to indicate a constant current in accordance with the factors and the light falling on the cell.

*Photographic Color Correction. U. S. Patent 2,595,768. Ronald B. Collins, Douglas J. Fry, and Oliver E. Pratt. *Official Gazette* 658, No. 1, May 6, 1952, Pages 211-12. 1. A process for the pro-

which a photo-sensitive layer is processed after exposure to a light source at an effectively infinite distance therefrom, through a master screen having rectilinearly disposed transparent and opaque elements. In a known method, the distance between the master screen and the photo-sensitive surface is given by

$$\frac{1}{12N\lambda}$$

where N is the number of lines per unit length of the screen, and λ the predominant wavelength of the exposure light. This screen distance is inconveniently short for screens of over 200 lines per inch, and in the method described is

$$\text{made } \frac{1}{N\lambda} \pm 10\%. \text{ This distance}$$

must be calculated as if the master screen were a simple lens forming an image of the light source on the photo-sensitive surface if the distance of the light source is not effectively infinite. It is found that, owing to diffraction effects, the size and shape of the master screen openings are unimportant; the master screen may therefore be either a standard crossline screen or one produced photographically. Light from a lamp and reflector is passed through a filter and a diffusing screen to illuminate an aperture which acts as a source of light for the exposure. To illuminate the aperture more evenly, the lamp may be replaced by four lamps, or the reflector may comprise four plane mirrors and/or the diffusing screen may be replaced by a lens. British patents may be secured from the Patent Office, 25 Southampton Bldgs, London, W. C. 2, England, for approximately 36 cents.

Contact Magenta Screens: A New Method In Offset Positives. P. Kowalski and J. Varcine. *Le Procédé* 48, January-February, 1952, Pages 1-8 (Translation of the French by H. M. Cartwright). The authors describe a method of improving the rendering of shadows and highlights when using the magenta contact screen for making halftone positives. The method is as follows: An underexposed continuous-tone negative mask is first made of the original on process film. This mask is then registered on a screen negative made by the contact screen on process film. The combination of the mask and screen negative is then contact printed onto process film by exposing 2 to 3 times as long as without the mask. *Process Engravers Monthly* 59, 700, April, 1952, Pages 115-6.

Planographic Printing Processes

***Planographic Printing Plates.** *British Patent 629,201*, Time, Inc. *Abridgement of Specifications Group XVI*, Page 86. A process of preparing a planographic printing plate comprises immersing the surface of a metallic plate on a plating bath (see Group XXXVII), wherein it is plated electrolytically with chromium. Before the plate, of copper, for example, is immersed in the bath, a resist image is applied to and baked on the surface, the exposed part of which is then cleaned, for example, by a solution of glacial acetic acid and common salt, and is then etched with dilute concentrations of phosphoric acid, nitric acid, ferrosulfuric dionol, or the like. After the plating operation the image is removed, for example, by sodium cyanide and the plate is treated with one or more of such chemicals as dilute phosphoric acid, alcohol, sodium hexametaphosphate, boric acid, sodium

alkyl sulphate of high molecular weight and lactic acid whereby the exposed copper portions of the plate are grease receptive and water resistant, while the chromium-plated surfaces are water receptive. Alternatively, the whole surface of the printing plate is plated electrolytically with chromium and a resist image is subsequently applied to the plate. British patents may be secured from the Patent Office, 25 Southampton Bldgs, London, W. C. 2, England, for approx. 36 cents.

***Ferromagnetism.** Ralph B. Atkinson and Steven G. Ellis. *J. Franklin Institute* 252, No. 5, November, 1951, Pages 373-81 (9 pages). Describes a new process which has been named "Ferromagnetism." The process can be used to record graphic information on magnetic materials and to reproduce it on paper in visual form. Essentially, the method makes use of the magnetic-retentive properties of ferrous materials to record and retain an image pattern, and of the magnetic-attractive properties of other ferrous materials to assume the shape and opacity of the image, and in turn transfer it to a permanent support. The following advantages are claimed for the process: economy and speed of operation, permanence of image and ability to record any information which is available in signal form, such as instrument data, facsimile transmission or scanned images. Three references *Photographic Engineering* 3, No. 1, 1952, Pages 47-8. The Journal is published by the Franklin Institute of the State of Pennsylvania, Prince and Lemon Streets, Lancaster, Pa.

***Photo-Mechanical Printing Surfaces.** *British Patent 626,344*, Akomfina Akt.-Ges. *Abridgement of Specifications Group XX*, Page 103. The printing surface is produced by treating a plate of metal, or one having a metallic surface, in a lye bath, coating thereon a light-sensitive layer, copying the matter to be printed from a diapositive thereof, developing to remove the unexposed parts of the layer, coating the metal thus laid bare with a solution containing at least one metal salt which reacts with the metal of the plate to form a firmly-adhering metallic layer, preferably applying thereto an ink-receptive varnish coating, and there after removing the remainder of the sensitive layer. The ground plate may be of zinc, aluminum or aluminum alloy; the lye bath may contain at least one substance from each of the groups (a) soda, potassium cyanide, calcium chloride, and (b) potassium or sodium hydrate; the sensitive layer may consist of bichromated gum arabic containing a calcium salt (e.g. chloride or hydrosulphite) and formalin or both, and maybe also coloring matter; the metallizing substance may consist of an alcoholic solution of one or more of copper chloride or oxide, antimony chloride, oxide, sulphide or sulphate; and the varnish coating may consist of a natural or artificial resin. The bichromated gum layer may be developed with cold water and removed with lukewarm water. The printing layer, when no longer of use, may be removed from the plate with the usual media, e.g. pumice meal, nitric acid, etc., or by a bath containing any or all of chromic, nitric, and hydrochloric acids to which calcium chloride may be added. Reference is made also to procedure commencing with a negative, and to transfer and intaglio work. Specifi-

cation 23048/39, as open to inspection under Section 91, is referred to. British Patents may be secured from the Patent Office, 25 Southampton Bldgs, London, W. C. 2, England, for approx. 36 cents.

*Photolithographic Printing Plate.

British Patent 662,708, Thomas T. Archer. *Tin Printer and Box Maker* 28, No. 328, May, 1952, Page 12. The grease is removed from a polished stainless steel surface. The plate is subjected to electrolysis in a phosphoric acid bath and is copper plated electrolytically in an acid copper bath. The plate is coated with bichromated polyvinyl alcohol solution. It is placed with the negative of a desired image in a frame, and exposed to sunlight or arc lamps. Washing with water is effected. The plate is placed in an iron perchloride bath to remove the copper background and is washed with water. The bichromated polyvinyl alcohol image is removed in a stencil removing bath, leaving a copper image. British patents may be secured from Patent Office, 25 Southampton Bldgs, London, W.C. 2, England, for approx. 36 cents.

*Photographic Printing Plate, U. S.

Patent 2,508,180, William G. Mullen. *Official Gazette* 658, No. 4, May 27, 1952, Page 1084. 1. A method of making an intaglio printing plate which comprises preparing a support having on one surface a relatively heavy base coating of photosensitizable, substantially water insoluble, water-soluble hydrophilic colloidal selected from the group of materials consisting of proteins, pigmented proteins, polyvinyl alcohols and mixtures thereof bonded to said support, a relatively thin intermediate coating adhering to said base coating and comprising water-soluble photosensitizable carboxy methyl cellulose and arabin composition, and a top coating comprising a water-soluble, photosensitizable, hydrophilic colloidal selected from the group of materials consisting of proteins, pigmented proteins, polyvinyl alcohols and mixtures thereof adhering to said intermediate coating, photosensitizing the top, intermediate and base coatings, exposing image-defining areas of the photosensitized coatings so as to produce water-insoluble grease-receptive printing areas and water-soluble, grease-repellent, nonprinting areas, applying to the surface of said top coating a film of greasy material, subjecting the coatings to an aqueous treatment effective to wash off the greasy material from said non-printing areas, together with the underlying water-soluble top and intermediate coatings, and subjecting the coatings to a further aqueous treatment to effect swelling of the unexposed areas of the base coating to a level above the printing areas of the top coating.

Paper and Ink

***Measurement of Paper Gloss.** E. Liebert. *Das Papier* 5, 1951, Pages 191-4. As a control of smoothness directly after calendering, a photoelectric glossmeter was devised for measuring the gloss of a running web of calendered paper. Data showing the relationship of smoothness to gloss are given. *Chemical Abstracts* 45, No. 20, October 25, 1951, Column 9267. *Das Papier* is published by Edward Roether Verlag, Liebigstrasse 24, Darmstadt, Germany.

(Continued on Page 103)



Ah-h-h-h!

On the Fourth of July just past, the nation again raised this murmuring tribute to color. It's a love our people never lose, and never will while color continues to be so moving a force throughout our lives.

Not so dramatic—but just as moving—are the ways that colors are used today in business. In business forms, for instance, the clear,

clean colors of HOWARD BOND are being employed to signal, direct and hasten the flow of paper-work. Forms printed on HOWARD coordinated colors reduce chances of delay, mishandling, misfiling, and confusion of any kind. No one sighs, "Ah-h-h!" when color works this way—but it's mightily appreciated just the same.

Your printer or paper jobber has samples of HOWARD BOND in twelve distinctive colors in addition to *whitest* white. He will be pleased to bring a sample book to your desk for present or future reference. Why not phone him?

PRINTERS! This message appears in advertising magazines read by your customers.

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Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph



Howard Writing • Howard Posting Ledger



Bureau of standards for forms

Another Case for the Careful Selection of Paper

"File for future reference" is a phrase responsible for the birth of business forms, and subjects them to the repeated—and often careless handling that sets the standards for paper.

This fact makes *quality* as important as economy and explains the increasing use of MAXWELL BOND.

MAXWELL BOND, although low in cost, is made carefully with end uses well in mind. It's *designed* to be written on, typed on, erased on, routed, filed and posted on bulletin boards. It prints so the printing can be read. It does its job well—so well, in fact, that it bears our watermark. Specify MAXWELL BOND for routine printing.

We'd be pleased to show you samples of MAXWELL BOND's six colors, four weights and six finishes. Just send your letterhead.

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Low-Cost Bond*

HOWARD PAPER MILLS, INC. • MAXWELL PAPER COMPANY DIVISION • FRANKLIN, OHIO

Coated Paper on the Press

by Theodore Makarius

ALITHOGRAPHER recently outlined the following problems encountered when running offset coated paper:

1) *Offsetting*

Enclosed are two sheets which show clearly how the ink offsets onto the back of the preceding sheet. The trouble is far worse when running paper that is coated on both sides.

2) *Drying and Penetration of Ink into the Paper*

The ink, after drying, does not adhere properly to the paper. While it seems to be dry it will scratch and rub easily and successive printing becomes difficult because the feeder mechanism marks the print.

3) *Picking and Tearing of the Paper*

This happens especially when we use stiff bodied inks. It occurs in the non-image areas and pieces of the coating adhere to the blanket.

4) *Paper Curls on the Sides*

The sides of the paper curl up after the first impression, making it difficult to get side register on succeeding colors. The sheets that show this curl also vary greatly in size after impression, making it impossible to print color work.

The enclosed prints will show fully the difficulties we encounter. I would like very much to know the technique used in running offset coated paper.

ANSWER: There are many reasons why inks offset when run on coated paper. The sample you submitted shows clearly that an excess of

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography, 175 Fifth Ave., New York 10, N. Y. Editor.)

ink was run. The first requisite when running coated paper is to use strong colors and run a film of ink that is as thin as possible. There are times, however, when a heavier film of ink is required to match color copy even though the ink is as strong tinctorially as it can be made. In such instances a powder spray will prove helpful. These spraying machines are very popular and when used on a paper that is coated two sides it is possible to stack the sheets in larger piles without the danger of ink offsetting.

When offsetting is caused by static in the paper, and no anti-static equipment is available, the static sometimes can be eliminated by raising the relative humidity in the press area. One way to do this is to hang wet cloths around the delivery end of the press. Another method which is effective is to place an ordinary vaporizer (such as is used for children when they have

croup or cold) in front of the blanket cylinder on the press. The small jet of steam emerging from the vaporizer will ease the static condition.

Excess tack in the ink will cause offsetting as will an excess of drier. While an ink should have very little tack when used on coated stock, it should not be reduced to excess. A common mistake is to add too much oil or thin varnish to the ink. When this is done the ink will penetrate the paper too quickly and rub easily or chalk when dry. The best procedure is to add some binding varnish and maintain sufficient length in the ink so that while it is soft enough to run successfully, it will remain on the surface of the paper and bind the pigment to it.

When running coated paper it is essential to test the stock for its absorbency before putting it on the press. This should be done a day or two in advance of running the job by tapping out some of the ink on this particular paper and observing the rate of penetration. If the ink is absorbed into the paper in a matter of minutes you can be reasonably sure of two things: (a) the job is not likely to offset in the pile when printed, (b) it will chalk or rub easily unless some binding varnish and sufficient drier are added. When the tapped out sample takes hours to dry you can expect the job to offset readily unless the necessary precautions are

(Continued on Page 117)

for the man at the ink fountain . . . profit

With a stack of sheets in the feeder and a deadline to meet, a Harris pressman is confident he will finish on schedule. That's because his Harris keeps running dependably, with minimum of downtime or interruptions. It makes his production record better, his job easier. To the pressman, that's profit.

for the man figuring the costs . . . profit

Management knows that the difference between profit and loss can be little things—small interruptions which seem unimportant yet add up—occasional reruns at the printer's expense. So Harris makes a business of building presses which (a) take less time to get rolling; (b) lay down ink with greater accuracy; (c) keep doing this for longer periods. That's how printers make money.

for the man who advertises . . . profit

Time after time, advertising managers need quality sales literature fast, to meet fast-changing sales conditions. Seemingly impossible deliveries are being made every day by lithographers, large and small, who have learned that a Harris press really "delivers the goods". When competition gets tough, the dependability of a Harris really means: profit!

for the woman buying soap . . . profit

Sometimes the connection between printing presses and the booklet inside a soap package is hard to understand. But that package enclosure is important. It explains how to use the product, tells about other products in the line, keeps people buying more and more so mass production will be maintained and prices thus kept low. And low price is the consumer's real profit.

✓ ✓ ✓

In small shops and large, commercial printers are helping to keep America's economy rolling. We're providing those printers with fine and dependable: offset lithographic presses, rotary letterpresses, power paper cutters, paper drills, bindery equipment, litho-chemicals and other graphic arts equipment. For details, write Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio.

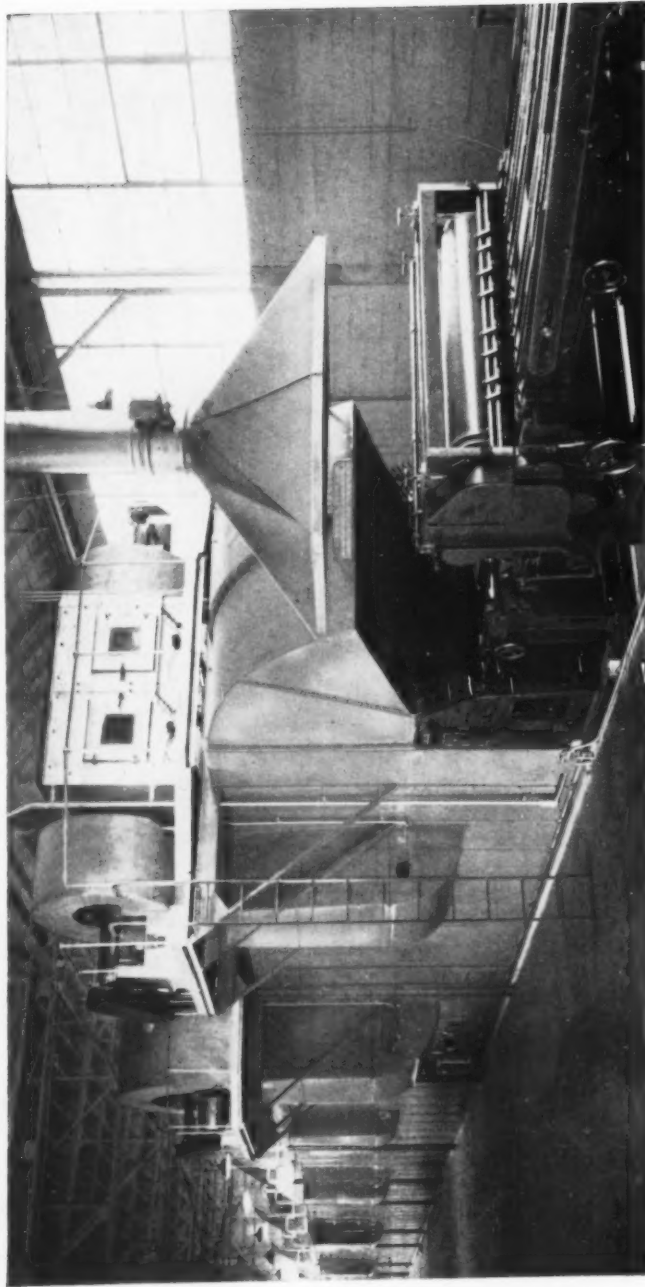
HARRIS-SEYBOLD





SOAP ENCLOSED BEING RUN ON HARRIS ROTARY OFFSET PRESS AT ANDREW MILD PRESS, NEW YORK CITY • COLOR PHOTOGRAPH BY CORNELIUS

fine graphic arts equipment...for everybody's profit



BIG EQUIPMENT for a BIG JOB

This giant coating machine and oven in the Rheem Mfg. Co. plant at Richmond, Calif. are examples of Wagner precision engineering of big equipment for a big job. The line shown here is used for the Rheemcoale 55 gallon lithographed drums and handles metal sheets up to 45 x 72". The mounting demand for these products has caused such installations to be duplicated

several times over among various Rheem plants. If you have a special production problem, or wish to modernize your metal decorating operations to meet competition, call in a Wagner engineer before making your decision. The name Wagner on metal decorating equipment has stood for dependability for over 50 years.

WAGNER LITHO MACHINERY

Metal Decorating Machinery



Division

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.

METAL DECORATING

Details of Metal Decorating Texas Convention Are Announced; To Tour Rheem, Continental

PLANS for activities at the annual meeting of the National Metal Decorators Assn., to be held in Houston, Tex., October 27-30, have just been announced by William Kerlin, Tinplate Lithographing Co., Brooklyn, NMDA president. Headquarters will be at the Hotel Shamrock, where all meetings and social activities will be held.

At this meeting, suppliers will be able to attend the lectures and all social activities, however, plant visitations and business meetings will be for members only. Plant visitations will be made to Rheem Mfg. Co. and Continental Can Co. in Houston. Other features of the program will include election of officers, and discussions covering coating, inks and other phases of metal decorating.

Social activities will consist of a cocktail party and dinner for all members, suppliers and wives attending. Social and fashion shows have been arranged for the ladies, which the committee has worked out for an enjoyable trip and vacation.

Neal Rader of The Texas Co., Port Arthur, is in charge of convention arrangements.

The association secretary will handle all hotel room reservations, and because rooms are limited in number, they will be handled on a first come, first served basis. For suites, double and single rooms, it is requested that those wishing to attend make their requests as promptly as possible to Mr. George A. Frank, secretary, 1301 West Hamberg Street, Baltimore 30, Md. Convention registration rates are: suppliers \$35.00; association members \$25.00;

ladies \$10.00 each person. Reservations must be in the hands of the secretary not later than Sept. 30th, and are payable in advance, Mr. Kerlin said.



Neal Rader
of
The Texas Co.,
Port Arthur,
is general chairman of convention arrangements.

The program will open on Monday, October 27 at 10:00 A.M. in the Grecian Room where general association business will be transacted. Luncheon will be at 12:30 P.M. followed by discussions of metal decorating problems.

Tuesday, October 28th, will be devoted to the two plant visitations, Rheem Mfg. Co. in the morning and Continental Can Co. in the afternoon.

Wednesday, October 29th will be devoted to questions and answers covering coating, inks, blankets and other facets of metal decorating. At this meeting various suppliers will be panel members.

Wednesday evening, a cocktail party and dinner will be held at which time the governor of Texas, the Honorable Mr. Shivers, is to be a guest.

Thursday, October 30th, will include the election of new officers and directors for the next two years, and following the luncheon, the meeting will adjourn.

Steel Causing Curtailments

The nationwide steel strike was beginning to cause curtailments in metal lithographing during June, and the full impact of it was expected to be felt in July, metal lithographers reported last month. Plants have been operating on inventories during recent weeks, and these will soon be exhausted. Even if the steel strike is settled and the mills go back into production, it will be several weeks before tin plate will reach metal lithographers, except for that which may be already manufactured and awaiting shipment, it was thought.

Some shops were operating at about 50 percent during late June and in early July, due to regular vacation schedules, which eased the situation somewhat. However, metal decorators will be in "dire straits" in July for want of steel, even if the strike is settled in the meantime, one lithographer reported.

Weirton Steel was said to be the only mill producing tin plate at present. It is not affected by the strike.

Work Starting on Canco Plant

Construction work is scheduled to begin at once as soon as the land is cleared for a new can manufacturing plant to be built by American Can Co. at Harrisburg, Pa. The new facility will be the 56th of the company's container-making plants in the U. S., Canada and Hawaii. Present plans do not include a lithographing department, as food cans will be produced, which will use paper labels.

Caspers Pays Dividend

Directors of Caspers Tin Plate Co., Chicago, on June 10 declared a regular dividend of 17½ cents a share on the company's common stock, payable June 30, 1952 to stockholders of record June 17, 1952.

a new **HIGH** in fast, uniform graining . . .

a new **LOW** in maintenance costs . . .

THE NEW **OXY-DRY** PLATE GRAINER



Cutaway View
of Planetary
Ball-Bearing

PLANETARY MOVEMENT rides in trouble-free ball-bearing race (inset)—eliminates major source of breakdowns.

REINFORCED, ALL-STEEL TUB and rigid steel base stay level—result in more uniform graining.

NEW CENTER DRIVE insures smooth, synchronized planetary movement—gives fast, uniform graining with savings in labor costs.

THE NEW OXY-DRY Plate Grainer answers your need for a maintenance-free machine to reduce downtime and labor costs—and the same engineering features which make it mechanically superior also make for more uniform graining. This double benefit is the result of a synchronized center drive and planetary ball-bearings—exclusively

OXY-DRY features which have so far given 8 years of trouble-free service on pilot models!

When you are considering new graining equipment for your plant, let us explain the many tremendous advantages of the OXY-DRY machine. Our engineers will give you complete information and quotations on the size machine you need.

OXY-DRY

For further information
write Dept. ML-20

**OXY-DRY
SPRAYER CORP.**

320 So. Marshfield Ave.,
Chicago 12, Ill.

MORE ADVANTAGES

- All controls conveniently located—operator can perform all functions from one side of machine.
- Fast loading and unloading of plates because steel balls can be quickly dumped and returned from independent hopper.
- Fast-operating dump gate serves as both gate and tray.
- Tub has direct drive with variable speed—a long-sought improvement exclusive on OXY-DRY.
- Hydraulic system for raising tub and hopper has separate motor, and operates only when needed.
- Welded steel base does not require special concrete footing.
- Rubber blanket is glued on steel tub bottom—no wood nor false bottoms used.
- Necessary controls and motors furnished, with drip-proof and rust-proof housings.
- More uniform graining increases number of times plates can be regreined.

Pat. No. 2337453
(Other Patents Pending)

Irving J. Koehnline Passes

Irving J. Koehnline, 60, manager of sales of the Metal Decorating Sales Division of Wheeling Steel Corp., Wheeling, W. Va., died on June 10. He had been in ill health for some time, and had undergone an operation recently. Mr. Koehnline was a director of the National Metal Decorators Assn., and had been active in its affairs for many years. He was a regular attendant at the semi-annual and annual meetings.



Adopts Lithographed Drums

The Rohm and Haas Co., Philadelphia, has adopted lithographed Rheemcote 30 gallon steel containers to package Dithane, its agricultural fungicide product, according to an announcement by Rheem Mfg. Co., New York. On two sides, the container features a garland of vegetables and fruits in full color. The name Dithane is in bright red, and instructions and other information are included in light blue. The Rohm and Haas Co. stated that the containers serve as mobile billboards for the product wherever the drums are shipped.

Rheem offers lithographed containers in full color in all sizes including 55 gallon steel drums.

Display Decorated Boxes

European confectionery manufacturers, who have lately invaded the American candy market, are making considerable use of metal decorated containers to enhance the sales appeal of their products. At the National Candy Wholesalers Association's recent Chicago convention attractive displays of their lines were made by a British company, Edward Sharp & Sons, Ltd., of Maidstone, Eng., and a Dutch company, Ringers Dutchoco, Inc., of Amsterdam. Special play was given by the first named to their "Luxury" line of coffee containers, decorated with lithographed reproductions of original photographs in color and water color paintings. Ringers Dutchoco showed a sample book of stock illustrations for reproduction either on metal containers or paper boxes. Neither company would

reveal the name of their lithographic supplier.

At the National Confectioners Association convention, also held in Chicago, decorated metal candy boxes were shown by the I. D. Co., New York, exclusive distributors in the U. S. of products of the Metal Box Co., Ltd., London, Eng.

During program discussions at this latter candy convention a spokesman for the Walgreen drug chain revealed

that the prestige value of expensive fancy candy boxes is an important factor in building candy sales for this company. Many candy brands handled by Walgreen's, are imported, including products packaged in lithographed metal containers. Walgreen's this speaker also said, is experimenting with lower priced packaging containers, such as used by some competitors, to see if this will increase candy sales during hot summer months.

Refreshing

Distinctive finishes prepared by our technicians are refreshing too! They have individuality ... attention arresting characteristics ... sales appeal. Our highly-skilled staff conscientiously incorporates its experience and know-how to produce coatings ... not only attractive ... but durable enough to withstand the toughest test. Reputable firms are invited to send samples to be finished ... no cost or obligation.



Research, Quality, Service

Affiliate
GORDON BARTELS CO.
Roller Coating Specialists

ROCKFORD VARNISH
Company
ROCKFORD, ILLINOIS

Manufacturers of Protective and Decorative Coatings

THE REMARKABLE

ONE HAND VF CONTROL*

IS AN EXCLUSIVE FEATURE . . . AT NO EXTRA COST
OF ALL **GELB VACUUM FRAMES**

* Locking of Cover Glass Automatically Activates Vacuum. Unlocking Cover Glass Releases Vacuum.



Pedestal



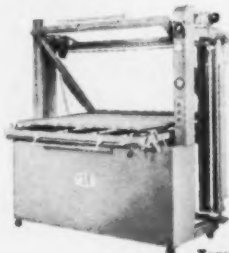
Tubular



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Arc Printing



Travelling Light



Elevating

Simple . . . speedy . . . easy operation. That's what the Gelb One Hand VF Control means to you. The one-hand, one-motion lever action automatically locks cover glass, activates vacuum pump. Unlocking cover glass stops pump and instantaneously releases vacuum. No delay...no switches.

CHECK THESE FEATURES

- Gelb Electro-Mechanical VF Control
- Regulator Valve — permits vacuum control from 0-30 lbs.
- Vertical or Horizontal Operation
- Counter or Center Balanced cover glass
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Gelb Manufactures — Precision Process Cameras • Layout and Stripping Tables • Litho Plate Wirlers • Multi-Balanced Carbon Arc Lamps • Line-Up and Register Tables • and other Photo-Mechanical Equipment.

Inland Head Hits Unions

Wm. G. Caples, president of Inland Steel Container Co., Chicago, and a recognized authority on labor issues, entered the debate aroused by the President's recent attempt to place the country's steel mills under government control. Addressing the Society for Advancement of Management in Chicago recently, Mr. Caples discussed the power which the unions exert in government and charged that "Much of the policy of the administration is formulated in the headquarters of the larger unions. No amount of denial will change that."

In 12 years, he asserted there has been no real bargaining, except on one occasion in 1947. Behind the claims of collective bargaining, he continued, unions have been carrying on a drive for legislative power in war or peace by intimidation of Congress. When bills are being voted on, he said, there are frequently more union men in the galleries than Congressmen on the floor. He was not very hopeful that Congress can break this power by any legislation now under consideration.

Offering Silk Screen Press

A new model General silk screen press for metal decorating has been introduced recently by General Research & Supply Co., 572 S. Division Ave., Grand Rapids, Mich. Sizes listed are 12 x 18", 24 x 36", 36 x 36", and 36 x 48". It handles all light gauge metals to 10 gauge; takes glass sheets up to a quarter inch in thickness, all thicknesses of cardboard including corrugated, all thicknesses of plastic up to a quarter inch, and uses inks, lacquers, synthetics, ceramics, glues and adhesives. Speed range is given as 800 to 1500 impressions per hour.

Further information is available from the company.

Acquires Canadian Site

Continental Can Co. of Canada, Ltd., has announced the acquisition of a 40 acre plant site in Burnaby, British Columbia. A one-story plant is to be built there. The company now has five other Canadian plants.



Baltimore Club Honors Garten

William Garten, who retired recently from the metal decorating industry, was honored recently by the Litho Club of Baltimore, which he served as its first president over a decade ago. Ed Parker, Parker Metal Decorating Co., the club's first secretary, recalled early experiences with Bill Garten, as did other speakers, Lloyd Bowden, and David Hotstetter of the Owens-Illinois Glass Co. Mr. Garten retired as an executive of that company's plant in Glassboro, N. J.

Above, top, seated, center: Mr. Garten, flanked by Ed Parker (left) and club president Arch Scott, Arthur Thompson & Co. Standing, L. to R.: — Ed Steinwedel, Crown Cork & Seal Co.; George A. (Buck) Frank, Sheet Metal Litho & Coating Co.; and Norman A. Heath, The



Photo Litho Plate Graining Co., club past presidents also honored.

Lower: Mr. Garten (Left) receives imported clock from Mr. Scott.

Nesco Appoints Loeber

Nesco, Inc., Chicago housewares manufacturers, has announced appointment of Wm. B. Loeber as manager of the company's premium department, which makes considerable use of metal decorating processes on many featured items in that line. Mr. Loeber comes to Chicago headquarters from San Francisco, where he was formerly district representative for Nesco.

Martin Driscoll Passes

Martin Driscoll, 72 president of Martin Driscoll & Co., ink manufacturing firm which he founded in Chicago in 1918, died June 6, 1952. In addition to his widow, Mrs. Ann

Driscoll, he is survived by three sons, Stephen, Robert and William, all active in the business, and three daughters.

Mr. Driscoll was a director and past president of the National Assn. of Printing Ink Makers. He was active in the Chicago Printing Ink Makers Assn., the Chicago Club of Printing House Craftsmen, the Printers' Supplymen's Guild of Chicago and the Chicago Athletic Assn.

Stafford With Harris

V. R. Stafford, formerly with the offset press division of R. Hoe & Co., New York, has joined the Harris-Seybold Co.

are your
INKS
up-to-date?

Litho inks today have to be up-to-date to meet the demands of 1952. High tinctorial strength, faster setting and drying, long mileage, elimination of press down time, increased brilliance, better tonal range—up-to-date inks must offer all these qualities.

With Kienle inks you can be sure of the finest product, based on thorough research and practical production. For 50 years Kienle has maintained a reputation for the most advanced inks for lithography.

***A trial run on your own
presses will convince you.***

K IENLE INK

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33-47 Nassau Ave., Brooklyn 22, N. Y.



Litho Strikes Settled in Detroit and Kansas City

STRIKES of lithographic workers in Kansas City and Detroit were settled during June, with the signing of new labor contracts. In Kansas City, a five week tie-up was ended June 20. The new agreement in that city provides for a wage increase of 22¢ per hour which is permissible under WSB regulations. An additional 7¢ per hour increase, effective November 15, 1952, is subject to WSB approval. A third week of vacation, effective this year, after 5 years of continuous service, will be given with the third week schedule at the employer's discretion, or with pay in lieu thereof. Effective in 1953, three weeks vacation under the same provisions will be given after three years continuous service, subject to WSB approval. Triple time is to be allowed for work done on six basic holidays, also subject to the WSB. A night shift differential increase from 7¢ to 16¢ per hour for feeder operators was agreed upon, while the differential for journeymen went from 14¢ to 19¢. These, too, are subject to WSB review.

A strike ran in Detroit from June 5 to June 30, reportedly shutting down offset production in about 30 plants. The settlement between employers and the Amalgamated Lithographers of America included wage increases of 12¢ per hour across the board, with an additional 5¢ per hour for feeder operators and opaques. Effective November 1, 1952, another increase of 4¢ per hour was given, and a 6¢ per hour increase was agreed upon, effective May 1, 1953. The latter two increases are subject to WSB approval. A cost-of-living clause was included, providing for a 1¢ increase or decrease for each 1 point rise or fall in the COL Index. Vacations will include a third week after four years of continuous service,

effective in 1953. Triple time is allowed for holidays (6) when worked. The contract runs for two years, until April 30, 1954.

In Cincinnati, a one year contract provides for a wage increase of \$8.46 per week for employees making over \$65.60 per week, and an increase of \$6 for those making under that amount. Three weeks vacations are given after 8 years of continuous service, effective in 1953. A scale was worked out for a third week after 7 years, effective in 1954, after 6 years

in 1955, and after 5 years in 1956.

Bargaining was continuing in St. Louis, Pittsburgh and New York. In New York the Metropolitan Lithographers Assn. was negotiating with the ALA. In addition, a committee, representing several lithographing firms who are not MLA members, was holding a series of talks with the union. Committee members are William Volz, Sackett & Wilhelms Lithographing Corp., W. Harvey Glover, Sweeney Lithograph Co., and John Perrin, U. S. Printing & Lithograph Co.

150 at PIA Chicago Sales Management Conference

PPRINTING Industry of America's first venture into what it called "a new area and new technique of service to management" last month was attended by 150 sales managers and top executives of printing and lithographing firms. They spent two days in discussion of sales management problems at the Professional Conference for Sales Executives in Chicago, June 23 and 24.

The conference was opened Monday morning by PIA President Arthur A. Wetzel, and started off with an address by Col. H. R. Kibler, assistant to the president of the W. F. Hall Printing Company, Chicago, and vice chairman of the PIA Committee on Business Controls.

Col. Kibler's predictions of "what's ahead" were based on a survey he made among 70 large and small printing firms in all parts of the country, and among equipment and supply firms, supplemented by special reports from publishers, printing buyers, and editors.

Keying his remarks to the theme of the conference, which was "Rebuilding Our Sales Efforts for the New Competition," Col. Kibler described the "new competition" as be-

ing part external and part internal.

The external competition includes: (1) rival means of communication, chiefly television, although television is not considered a serious threat to printing; (2) influence of governmental policies and the struggle between the ideologies of free enterprise and collectivism; and (3) problems of customers.

The internal forces creating the new competition include: (1) competition of processes; (2) competition due to probable over-expansion of productive facilities; (3) competition due to unequal costs arising both from variation of wage scales in different localities and from the entry into the commercial printing field of publishers whose costs are based on a different foundation; and (4) the shopping attitude of buyers of printing.

Case histories built around the subject of gearing the sales organization to the new competition were presented by J. M. K. Davis, president of Connecticut Printers, Inc., Hartford, Conn., and O. E. Wells, president of The Western Lithograph Co. Wichita, Kan.

Joins K & M in N. Y.

Philip F. Curtis (right) has joined Kohl & Madden Printing Ink Co. in New York, it was announced early in June by George M. Madden, President. Mr. Curtis formerly was with the Fred'k H. Levey Co., having joined the firm in 1931 in Philadelphia. In 1946 he shifted to Brooklyn where he was with the H. D. Roosen Co., a Levey affiliate, and since 1948 has been with Levey in Brooklyn. He has been in development and service work for many years.



Shows 4-Color News Adv.

The practicality of four-color newspaper advertising produced on a local basis at a cost said to be within the reach of the majority of the nation's retailers has just been shown in Buffalo.

The proof was provided by Kleinhans — one of the city's leading retailers — with a full color ad which appeared in the May 22 edition of the Buffalo *Courier-Express*. The advertisement was produced run-of-paper and featured men's slacks.

Kleinhans reports that the promotion — based solely on the single four-color ad — was one of the most successful in the company's history.

The advertisement was prepared by Kleinhans with its own photographer and layout staff with the cooperation of the *Courier-Express* and the Eastman Kodak Company.

The demonstration revealed that a number of factors must be borne in mind in newspaper color advertising. First, the brightness range of color copy selected for reproduction always must be remembered. The original Ektachrome transparency produced by the store for use in the ad had a brightness range — from the darkest to the lightest colors — in excess of 3.0 on a densitometer. Since the usual magazine reproduction range on good quality paper averages 1.25 and since for newspaper work about .95 must be considered optimum, it was immediately obvious that the transparency could not be reproduced successfully without the loss of considerable quality.

As a result, the photograph was re-shot to produce a transparency

whose range was as close as possible to the optimum. The final picture, which contrasted the slacks with a dark colored car and surrounding had a range of about 2.0 which permitted the engravers to produce plates which would reproduce quite faithfully the majority of tones. This resulted in great retention of detail and a much more pleasing picture.

In the final work on the plates, consideration was given to the color of the newspaper stock — which is an off-white, and the properties of the inks used in newspaper letterpress printing.

Separation negatives for the job were produced on the Time-Life Scanner by Printing Developments, Inc., a Time-Life subsidiary, of New York City. These negatives saved a tremendous amount of time and effort — and considerable expense — in the production of the plates.

As a further example of the results obtained, Kodak has engaged the *Courier-Express* to print a large over-run of the page involved. This page, carrying on the back a number of photographs and explanatory copy showing the procedure, is bound into printing and publishing magazines this month as a Kodak advertisement to show members of the publishing industry the results which can be obtained from run-of-paper four-color reproduction produced economically by present day techniques.

Geo. B. Dine Passes

George B. Dine, 54, press erector, died last month of a heart attack while on a business trip to Los Angeles.

For a quarter of a century Mr. Dine worked as a machinist, press erector and service manager in the Midwest for the Harris-Seybold Co. During that period he had installed presses throughout the nation as well as in Honolulu and South America.

During a part of his service with the Harris company he had worked on the Coast before being transferred to Cleveland and Dayton, and had left the company only last year to return to the Coast and establish his own business in San Francisco.

Joins Rogers Co.

Ted C. Ringman, (left) has been appointed the general sales manager of the Harry H. Rogers Co., Chicago. In addition to assuming duties of general sales manager in charge of the complete line of Rogers' chemicals and solvents, Mr. Ringman also will assist in consultations on graphic arts problems and in perfecting special products for specific industrial



applications, Harry H. Rogers, company president, said. One of Mr. Ringman's first jobs is to promote Mr. Rogersol 1-2-3, new roller and blanket wash just introduced by the Rogers Company.

Ringman has had 15 years of experience in the graphic arts field, and is a member of the Craftsmen Club. He was previously connected with Sam'l Bingham's Son Mfg. Co.

Kukla Joins Chicago Offset

Stanley J. Kukla last month announced his resignation as executive vice president of the I. S. Berlin Press and its affiliated Chicago companies. On Sept. 1, he stated, he will become associated with the Chicago Offset Co., in which he will have a financial interest and will be vice president in charge of mechanical operations.

Mr. Kukla entered the Berlin organization 17 years ago, after previous experiences in hardware merchandising, publishing and radio fields. He was for a time in charge of the Berlin letterpress department and later was given full executive responsibilities in operations of the Berlin Press, Marshall White Press, Marshall White Co., and Certified Printing Ink Co.

He is a past president and at present a director of the Chicago Lithographers Association, also a member of the board of the Chicago Lithographic Institute where he is serving on the policy committee. For many years he has taken a prominent part in the Lithographic Technical Foundation and at present is chairman of its research committee.

Mr. Kukla's resignation from the Berlin Co. became effective June 27. While waiting to assume his new post in September he planned to vacation at his summer home on Lake Como, Wis. C. A. Nordberg is president of Chicago Offset.



Hold N. Y. Graduation

The first all lithographic graduation exercises were held at the New York Trade School, June 3, at which time diplomas were given to 43 lithographic apprentices and journeymen who met the requirements of the school for graduation.

Top: William Winship, general manager, Brett Litho Co. (left) makes the Charles W. Frazier Award in Color Correcting to Henry Richards.

Lower, L. to R.: George Schlegel; Edward Swayduck; William Winship; Philip Zeiger; George Kindred; George McLaughlin, Supt. of New York Trade School; Carl Heim; Ralph Cole; Sam Tissenbaum; Dr. D. J. MacDonald, head, Lithographic Department; and Edward Hansen.

Members of the graduating class were addressed by Hon. Irving Ben Cooper, Chief Justice of the Court of Special Sessions of the City of New York.

A special feature of the event was the presentation of the following awards to the outstanding apprentices in each of five trades. In photography, the Schlegel Litho Award went to Bertram Foote and was presented by George Schlegel III, president Schlegel Litho Co.

In press, the Jacob Voice Award went to Charles Schappi and was presented by Ralph Cole, president of Consolidated Litho Corp. and chairman of the education committee representing the industry.

In stripping, the Kindred, MacLean Award was presented by George Kindred, president of Kindred, MacLean & Co. to Angelo Tornabene.

In color correcting, the Charles W. Frazier Award was presented by William Winship, executive vice-president, Brett Litho Co. to Henry Richards.

In platemaking, the Albert Castro Award was presented by Edward Swayduck, president, Local #1, Amalgamated Lithographers of America to Walton Sullivan.

These exercises mark the completion of 15 years of cooperative effort on the part of labor, management and the New York Trade School in providing lithographic education for persons employed in the litho industry. The labor, management group known as the New York Advisory Committee on Litho Education, is composed of Ralph Cole, chairman; Edward Hansen, Carl Heim, George Schlegel III, Samuel Tissenbaum, and Philip Zeiger.

IPI Contest Winners Announced

Thirty prize winners in the 16th Annual IPI Essay Contest were announced in June by Fred J. Hartman, educational director of the International Graphic Arts Education Assn., which sponsors this annual competition in cooperation with Interchemical Corporation, Printing Ink Division. More than 15,000 students from 282 secondary and vocational schools in the United States, Canada and Hawaii competed for the \$1,690 cash awards.

First prize of \$250 among young women's was won by Leslie Hazleton, Campbell Union High School senior, Campbell, Calif. Robert Fish, fourth year student at Tuscon Senior High School, Tuscon, Arizona, carried off first prize of \$250 among the young men.

Second prize of \$150 in the young men's division went to Phil C. Baker, printing student of Oshkosh High School, Oshkosh, Wis. Patricia Jane Kinsella, of Central High School, Kansas City, took second prize of \$150 in the essay contest for young women.

Erastus Corning III, of Gorton School, Gorton, Mass., and Joan Farr, of Edison High School, Minneapolis, Minn., won the third prizes of \$75 each. "Color Printing in a Free World" was the subject of the 16th Annual IPI Essay Contests. A jury of five judges selected the winners. Harry L. Gage, graphic arts consultant to the Mergenthaler Linotype Co. was chairman for the sixteenth consecutive year. Other members of the jury were: O. Alfred Dickman, advertising production manager, *New York Herald Tribune*; Raymond Loewy, partner, Raymond Loewy Associates; Dr. John C. Warner, president, Carnegie Institute of Technology; and Arthur A. Wetzel, president, Printing Industry of America.

Brown Names Distributor

The J. R. Howarth Paper Co., Inc., Philadelphia, has been appointed a distributor for L. L. Brown Paper Co., Adams, Mass.



Regardless of Climatic Conditions!

..the Perfect Surface Plate Coating is

SINVALCO STABILIZED ALBUMIN SOLUTION #10



- ✓ Use it in any weather . . . season . . . or climate! SINVALCO SOLUTION No. 10 always gives superior coating results.
- ✓ Highest quality egg albumin *only* is used . . . no substitutes!
- ✓ Stability and uniformity make for ease of operations . . . longer pressruns.
- ✓ Eliminates all difficulties in dissolving flake albumin; makes unnecessary the need for intricate calculations.
- ✓ Sensitizer furnished in each package.

Send for Valuable Catalog #2
... a Useful guide to shop practice.

SINVALCO
—a Complete Line of Standardized, Ready-to-Use Chemicals



ORDER TODAY FROM YOUR NEAREST S & V BRANCH OFFICE!

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Main Office and Factory: 611 West 129th Street, New York 27, N.Y.

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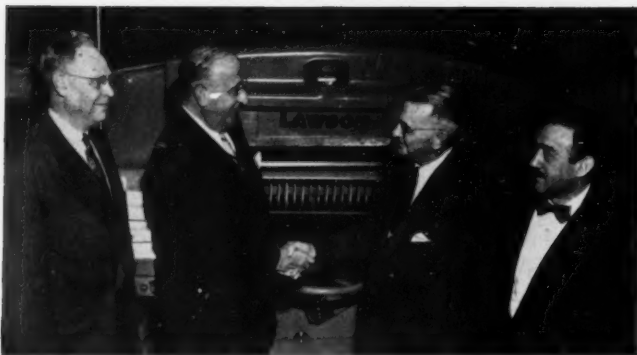
DAYTON
DENVER
DETROIT
HOUSTON

KALAMAZOO
KANSAS CITY
LOS ANGELES
MONROE, LA

NASHVILLE
NEW HAVEN
NEW ORLEANS
PHILADELPHIA

PENSACOLA
PITTSBURGH
PORTLAND, ORE.
ROCKFORD, ILL.

ST. LOUIS
SAN FRANCISCO
SAVANNAH
SEATTLE



1000th Lawson Cutter

The one thousandth Lawson 39" automatic clamp cutter was delivered recently to the Milton C. Johnson Co. of New York. In the space of five years the E. P. Lawson Co. of New York, has installed this number of 39" cutters in plants all over the U. S. This figure does not include other types and sizes of cutters manufactured by Lawson.

Left to right are Walter D. Gemmell, executive vice president of Milton C. Johnson Co.; David W. Schulkind, Lawson president; Charles E. Bieth, Milton president, and Nat B. Goldberg, plant superintendent.

The installation at Milton C. Johnson Co. is the third Lawson cutter to go to this 77 year-old specialist in bank stationery. The company maintains an 8 story building at 78 Walker St. in lower Manhattan, and branches in Buffalo, Philadelphia, Boston and Freeport, Long Island. Its products are bank pass books, check books, dividend checks, drafts and other similar banking necessities. The company has a self-contained operation including offset and letterpress, stamping and embossing and a complete bindery.

Displayers Aid AF Recruiting

The display industry is backing the U. S. Air Force in its current drive for pilots and aircraft observers, J. Kingsley Gould, executive director of the Point-of-Purchase Advertising Institute, New York, announced in June.

POPPI's board of directors voted to lend full member support when informed of the Air Force's need today for 20,000 young men qualified for pilot and aircraft observer training. The Air Force pointed out that all these men must be volunteers and cannot be provided through Selective Service.

Principal activity in POPPI's support will be centered on a "poster purchase" plan by which members and leading manufacturers and retail stores will be urged to purchase at cost, for nationwide distribution, a reproduction in full colors of a painting created especially for the Air Force and donated by Norman Rockwell, illustrator.

A member of the institute, W. L. Stensgaard and Associates of Chicago, volunteered to produce the poster

with the cooperative efforts of the paper suppliers, engravers and lithographer, who provided stock, engraving and production at actual cost.

The 22 x 28" poster is on coated stock in six colors and features a jet pilot in full flying gear. The caption is "There's a Future for You . . . in your Global U. S. Air Force."

Videx Displays Cited

Videx Corporation's lithographic process, said to be a new approach to visual dimension, last month was cited for "the most outstanding new display process for effectiveness at the point-of-sale." The citation was made by the point-of-sale workshop class at the City College Midtown Business Center, New York.

Presentation of the citation was made at the Advertising Federation of America's 48th annual convention at the Waldorf-Astoria Hotel.

The Videx display is a lithographic transparency that shows off the subject—its texture, color and body—with such realism that "viewers actually reach to touch it to see if it

is real," according to the company's announcement. This illusion is achieved without lenticular screen or optical tricks, but the basic transparency is shot with a special camera. Manufacturer and licensee of the Videx displays is Sweeney Lithograph Company, Inc., Belleville, N. J.

Jones Reports on Daystrom

"If funds necessary for industry to expand and grow stronger are taxed away, the productive system that supports most of the free world is endangered," Thomas Roy Jones, president of Daystrom, Incorporated, Elizabeth, N. J., told stockholders in the company's 1952 annual report, just issued. Daystrom is the parent company of American Type Founders.

"Present high taxes can be lowered only by reducing government spending. . . . by a government run as efficiently as you want your business run," Mr. Jones said. "All of us have a joint responsibility to see that sound business principles prevail in our government."

For the fiscal year ended March 31, 1952, Daystrom, Incorporated, parent company of manufacturing companies in five industries, showed net earnings after taxes of \$771,000 or \$1.23 per share on sales of \$38,592,000. This compared to \$2,436,000 or \$3.90 on \$42,398,000 of sales in the previous year. "A general softening of consumer markets" and government-imposed material restrictions were chiefly responsible for the sales reduction Mr. Jones said.

The company has "embarked on an extensive program of defense production to keep our plants filled with business, which has entailed many added expenses" he reported.

"These expenditures are beginning to pay off he said, and the company's backlog of defense business on hand or being negotiated now stands at more than \$85,000,000.

In its major commercial fields, new product development is being pushed heavily, and both the web-fed offset and web-fed gravure press businesses have expanded, he said.



it's new!
it's tough!
it's METALIFE

METALIFE Surface Plate Coating is new, scientific and practical—perfected by a team of experienced chemists and lithographers after years of extensive research to bring you a plate coating that overcomes the usual platemaking problems.

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Harnish With Direct Repro

Edward W. Harnish (right) recently joined Direct Reproduction Corp., Brooklyn, as sales manager, it was announced in June by John M. Detjen, president. Mr. Harnish is a former president of the National Assn. of Litho Clubs and also of the Boston Litho Club. He was with several lithographing firms in the East and has served as a consultant.

Mr. Detjen said he had joined Direct Reproduction as part of an expansion move to meet the increasing demand for vinyl plastic sheets which the firm markets. These sheets are finding new uses in lithography, he said.



Rules on Price Manuals

Printers who customarily have used pricing manuals, may with certain exceptions continue to use such manuals to determine their ceiling prices, the Office of Price Stabilization announced June 2. Provision for their use is made in Amendment 1 to Ceiling Price Regulation 121, effective June 7, 1952.

It is estimated some 4,000 printers subject to price control have made it a practice to use pricing manuals or services. The publishers of these services make constant studies of material, labor and other printing costs, and based upon them estimate the prices required to yield a normal profit for a variety of printing jobs.

Printers who utilize such services usually adjust the published estimates by certain percentages, depending upon locality, competition, practice and experience.

Printers who relied exclusively on such pricing services during the base periods they were permitted to select under CPR 121, covering printed products and printing services, found it difficult or impossible to establish ceilings by formula as provided for under the regulation, OPS said.

Todd Honors Employees

George L. Todd, president of the Todd Company, is one of 11 new Todd Pioneers who were inducted at the organization's annual dinner at the Sheraton Hotel, Rochester, N. Y. Board chairman Walter L. Todd served as toastmaster.

Ash Heads POPAI Group

Walter J. Ash, Consolidated Lithographing Corp., Carle Place, N. Y., has been named chairman of the executive committee of the Point-of-Purchase Advertising Institute, for the coming year, it was announced by Wm. L. Stensgaard, of W. L. Stensgaard & Assn., of Chicago, POPAI President. POPAI is the national association of the producers of all types of window displays and store advertising displays.

Other members of POPAI's executive committee for the coming year are: Howard M. Cowee, W. L. Stensgaard & Assn.; Harry Fenster, I. Fenster & Sons; Paul Godell, Arvey Corporation; King Gould, executive director of POPAI; William M. Harris, Harris Associates; George P. Hughes, Kindred, Mac Lean & Co.; John M. Palmer, Palmer Associates; William L. Stensgaard, W. L. Stensgaard & Assn.; Chester Thomson, Einson-Freeman Co.; and Herbert Zipprodt, Zipprodt, Inc.

DMAA Deadline is Aug 27

August 27 is the deadline for entries in the annual Best of Industry competition of the Direct Mail Advertising Assn. The contest is open to all users of direct mail, and producers of direct mail campaigns may enter such material with clients' permission. Entries must have been produced between Sept. 1, 1951 and Aug. 31, 1952, to be eligible. Information is available from the DMAA, 17 East 42 St., New York 17, N. Y. Winners will be announced at the DMAA convention, Washington, Oct. 8-10. Roger Barton, editor of *Advertising Agency*, is chairman of the board of Judges, which includes Frank Gerhart, ATF advertising manager.

\$7½ Million in Union Fund

The pension fund of Local 1, Amalgamated Lithographers of America, New York, now amounts to almost \$7½ million, it was reported recently in the *Lithographers' Journal*, ALA organ. "We now have approximately 302 pensioners and our capital fund amounts to almost seven and one-half million dollars," a report stated.

Heads New R & P Unit

Thomas V. Burns, formerly with Miller Printing Machinery Co., Ernst Payne Corp., and, Printing Machinery Division of Electric Boat Co., has been appointed



head of a new sales unit for Roberts & Porter, Inc., for promotion of the Baldwin line of press accessories, now distributed by R & P.

Roberts & Porter is now national sales distributor for the Baldwin ink fountain agitators, press washers, vibrating rollers and water levels. Mr. Burns will act as manager of the new R & P sales unit, operating out of Chicago and New York, with distribution through all of the nine branch offices of R. & P.

Honor Upstate Men

Five past presidents of the Printing Industries Association of Western New York were honored at the fifth annual meeting of the group in the Park Lane Hotel, Buffalo, June 12. Each received a model Ben Franklin press.

Honored were: Leo H. Ward, Holling Press; Herman Knockenbauer, Baker, Jones, Hausauer & Savage, Inc.; Penn R. Watson, Sr., Wm. J. Keller, Inc.; Franklin B. Rogger, Everybody's Daily Publishing Co., and I. Lewis Alexander, Manhardt-Alexander, Inc.

Guest speaker was R. G. Marquardt, vice president of American Type Founders.

NYU Alters Printing Set-up

The appointment of Fillmore Hyde as director of the newly organized Office of Publications and Printing of New York University was announced June 15. Mr. Hyde's office, formed by consolidating the previous office of the supervisor of printing and the unit known as the duplicating department or university print shop, will be responsible for designing, scheduling and processing all of the university printing, whether the jobs are produced outside the university or with its own printing equipment.

Miss Jean Barr, who has been supervisor of printing and director of the University Press, will devote her entire time to the latter activity. John J. Winters continues as supervisor of the university print shop.

New York Calling---

The firms listed below who sell the lithographic industry have reserved exhibit space for the

20th ANNUAL CONVENTION of the NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

NOV. 5-8, 1952

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New York, N. Y.

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Consolidated Photo Engravers & Lithographers Equipment Co.
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Ralph C. Coxhead Corp.
Craftsman Line-Up Table Corp.
E. I. duPont de Nemours & Company, Inc.
Eastman Kodak Company
Electronic Mechanical Products Co.
Fitchburg Paper Company
Fuchs & Lang Mfg. Co.
Division Sun Chemical Corporation
William Gegenheimer Company
Jos. Gelb Company
The Gevaert Company of America, Inc.
Godfrey Roller Company
Harris-Seybold Company
Huebner Laboratories
Philip A. Hunt Company
Interchemical Corporation
Printing Ink Division
C. Walker Jones Co.
Kimberly-Clark Corporation
Lanston Monotype Machine Company
E. P. Lawson Co., Inc.
Litho Chemical & Supply Co., Inc.
Macbeth Arc Lamp Co.
Miller Printing Machinery Co.
The Moreland Corporation
nuArc Company
Oxy-Dry Sprayer Corp.
Phillips and Jacobs
Harold M. Pitman Co.
Precision Engraving Co.
Roberts & Porter, Inc.
Harry H. Rogers Co., Inc.
Rutherford Machinery Co.
Division Sun Chemical Corporation
Sinclair & Valentine Co.
The Strong Electric Corp.
Vulcan Rubber Products, Inc.

NATIONAL ASSN OF PHOTO-LITHOGRAPHERS

317 WEST 45th STREET NEW YORK 19, N. Y.

Announce Competition for Printers' "Self Advertising"

A COMPETITION in the field of "self advertising" issued by graphic arts firms for the development of new and enlarged markets for the production of their plants, has just been announced. It is called the Printing Industry of America 1952 Exhibition and Awards for Printers' and Lithographers' Self Advertising. Winning material will be exhibited at the annual convention of the PIA, October 12-16 at the Chase Hotel, St. Louis. The sponsor of the competition is Miller Printing Machinery Co.

First awards will be given for self advertising campaigns among three classes of firms: those with 19 or fewer employees, those with 20 to 100, and those with more than 100 employees. For first awards in each class, a prize of \$1000 is offered. Also a statuette of Benjamin Franklin will be included. Second awards in each class will be the Franklin statuettes, and there will be honorable mention certificates. Three or more pieces of advertising used within 12 months in any medium, constitute a campaign. For an individual specimen of self advertising, Franklin statuettes will be given to winners in each of the three size classifications.

The competition is open to all lithographic, letterpress, gravure, silk screen and allied process printers in the U. S. and Canada who use advertising to develop and sustain markets for the production of their plants. The contest is not limited to members of PIA.

There are no entry fees. Entry blanks and full information are avail-

able from PIA, 715 Fifteenth St., N. W., Washington 5, D. C., or Miller Printing Machinery Co., 1101 Reedsdale St., Pittsburgh 33, Pa. The deadline is September 19, and entries are being sent to the Miller company.

Heads Kienle Offset Dept.



Nathan C. Robinson, (left) has joined Kienle & Co., Brooklyn ink manufacturers, and is in charge of the company's offset ink department, it was announced in June by Herbert J. Wolfe, president. Mr. Robinson has been with Winslow Ink Co., New York, for 17 years, and prior to that time was with I. H. & G. B. Siebold, Inc., Robert Teller Sons & Dorner, Sackett & Wilhelms Litho Co., and Brett Lithographing Co. Mr. Robinson also served as secretary of the Litho Club of New York while he was with the Teller company.

McCandlish Re-elected

A. R. McCandlish, president of the McCandlish Lithograph Corp., Philadelphia, Pa., recently announced the election of the following officers of the organization: Mr. McCandlish, president; Robert J. McKain, executive vice president and treasurer; H. A. Speckman, vice president and secretary; and E. O. Hentschel, vice president.

The board of directors of the corporation consists of the following: Mr. McCandlish, Robert J. McKain, E. O. Hentschel, H. A. Speckman and David F. Maxwell.

It was also announced that the company is making additions to its equipment in the offset, photographic and platemaking departments.

Forms Company Formed

General Multi Forms Sales Co. has been organized in Nashville, Tenn., and is entering the forms market. "Snap-i-Sets" is the registered trade mark for the company's line of rotary lithographed one-time carbon interleaved snapout forms. General's manufacturing unit has installed Webendorfer web offset press

with collating machine that will assemble as many as eight parts in a single operation. The company has personnel experienced in offset forms production, the announcement states.

General hopes to capitalize on the trend among printers to job more and more of their specialized business, it was said, and Nashville offers a geographic shipping advantage.

Sales manager is G. Ernest Harrison, formerly associated with national manufacturers of business forms and systems in Nashville and Atlanta, and for many years owner and manager of a printing and publishing plant in Ohio. The company is seeking dealers. Its address is P. O. Box 1094, Nashville, Tenn.

Radio Beam Checks Paper

Gilbert Paper Co., Menasha, Wis., now is using a BG-I Beta Ray gauge in its mill to provide accuracy in checking the weight and density of paper as it is being made. The unit consists of an open "C" frame gauging unit and a control panel and indicator. The "C" frame is mounted on the paper machine so that the web of paper passes through it as it comes off the last drying roll. On one tip of the frame is the radioactive material and on the other a detector head. By measuring the amount of Beta rays diminish as they pass through the paper from the source to the detector, a continuous reading, accurate to one-half of one percent, is obtained on the weight of the paper.

Herrick Ink Names Blau

The William C. Herrick Ink Co., Inc., East Rutherford, N. J., has announced the appointment of Murray L. Blau as its representative in the New York metropolitan area. He will specialize in lithographic inks. Mr. Blau formerly was pressroom superintendent at Peter F. Mallon, Inc., Long Island City, and demonstrator and serviceman for Electron Lithoplate Corp. He is a journeyman pressman, a member of the Litho Club of New York and of the Craftsmen.

During World War II he served with the Engineers and received a citation and commission for the erection and operation of the Engineer base reproduction plant in Frankfurt, Germany.



F & L Appoints Five Men

Bob Loveland, Chicago branch manager of Fuchs & Lang Mfg. Co., division of Sun Chemical Corporation, has just announced the appointment of five new technical sales and service representatives for the mid-west area: Les Drescher in Western Michigan, Fred Proschek in Detroit and eastern Michigan, Hillard Tobey in Chicago, Illinois and Indiana, and Ted Wasilowski and Art Larson in Chicago.

S-T Distributes Big Sheet

A 50 x 70½" offset press sheet announcing the installation of a 50 x 72" five-color offset press has just been distributed as a promotion piece by Stecher-Traung Lithograph Corp., San Francisco. The huge sheet, folded down to approximately 8½ x 12", was contained in a plain envelope. Copy on the sheet consists only of foot-high question marks, until the sheet is unfolded to its largest dimension. One side then is devoted to copy in five big color areas. Copy says: "New, Amazing, Colossal—Only One of Its Kind, Largest in the World—Another Pacific Coast First—to Serve You Better—5 color offset press." A note gives the size of the sheet, and states that five colors were printed in one operation. Colors dark blue, light blue, yellow, red and green. It is lithographed on coated one side stock.

Appoint Seattle Manager

Appointment of J. C. Perine as Seattle district manager for the Gerlach-Barklow Company, Joliet, Ill., was announced June 16 by Irving L. Greene, vice-president and general sales manager of the lithography, calendar and business gifts firm.

From headquarters in Seattle, Mr. Perine will direct Gerlach-Barklow sales activities in Washington, northern Idaho, western Montana, and Alaska. He recently was with Brown and Bigelow.

Calif. Assn. to Meet

The Graphic Arts Council of California, statewide organization of employer groups, will hold its semi-annual meeting in Oakland August 23rd, according to Herbert Silvius of Silvius & Schoenbackler, Sacramento book-binders, who is GACC president. The Associated Printing Industries, consisting of the employing printers of Alameda County, will act as hosts for the meeting.

Hollywood Firm Sold

Litho Service, 4531 Sunset Blvd., Hollywood, Calif., recently was sold by Forest Young, founder, to F. J. Witthoft and Arthur Gould.



Portland Group Elects

William Krieger, Schlegel Typesetting Co., was elected president of the Portland division of the Oregon Printing Industry at its recent annual meeting. Warren Deal, Agency Lithograph Co., is vice president; Theodore Ryder, Ryder Printing Co., secretary; and Frank Ierulli, Frank Stationery & Printing Co., treasurer. Other members of the board of directors are Walter Schultz, Schultz-Riddle, Inc.; P. B. Ness, Stevens-Ness Law Publishing Co., and Arthur Marke-

witz, Bushong & Co. Glen W. Cruson continues as general manager.

Shown above, at the meeting: (Seated L. to R.) — Warren Deal, Agency Lithograph Co.; William Krieger, Schlegel Typesetting Co.; Theodore Ryder, Ryder Printing Co.; Frank Ierulli, Frank Stationery & Printing Co. Standing, L. to R.: Glen W. Cruson, Oregon Printing Industry; Walter Schultz, Schultz-Riddle, Inc.; P. B. Ness, Stevens-Ness Law Publishing Co.; and Arthur Markewitz, Bushong & Co.

Heads Times-Mirror Sales

F. Raymond Doerr has been appointed sales manager of the Times-Mirror Press, Los Angeles, succeeding Homer Smith, who remains in the organization. Mr. Doerr, a graduate of Carnegie Tech, has been employed by large printing plants in New York and Pennsylvania, including the William G. Johnston Co. in Pittsburgh.

Calif. Craftsmen Install Officers

Cyril Stanley recently was installed as president of the Los Angeles Club of Printing House Craftsmen, succeeding Gordon Matson of Modern Typesetting Co. The installation ceremony was followed by a dinner dance at Rodger Young Auditorium. Other 1952-53 officers of the club are Fred Lawton, first vice president; Rod Freeman, second vice president; Isidore Margolin, secretary-treasurer, and Leland Scott, recording secretary.

Another feature of the evening was

presentation of a charter to the new San Gabriel Valley Club, whose officers also were installed, along with those of San Fernando Valley, and the Citrus Belt, plus installation of officers of the Ladies' Auxiliary of Los Angeles and San Fernando Valley.

Western Machinery Moves

Western Printing Machinery Corp. has moved to 329 East 14th Street, Los Angeles, to its own new building of 50 x 110 feet. It is headed by J. W. Jacobs, who was with Miehle for 25 years before coming to California in 1947 and opening his own plant.

Lansill is Pacific VP

James Lansill has become vice president and general manager of Pacific Press, Inc., according to announcement by John D. Taylor, president. Mr. Lansill was with the J. W. Clement Co. for more than 25 years

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ASHVILLE, N. C.	Heales Paper Co.	MONTGOMERY, ALA.	W. H. Atkinson
ATLANTA, GA.	The Whitaker Paper Co.	NASHVILLE, TENN.	The Rowland Paper Co., Inc.
AUSTIN, TEXAS	Carpenter Paper Co.	NEWARK, N. J.	Central Paper Co.
BALTIMORE, MD.	Garrett-Buchanan Co.	NEW ORLEANS, LA.	The D and W Paper Co., Inc.
BILLINGS, MONTANA	The Whitaker Paper Co.	NEW YORK, N. Y.	Forest Paper Co., Inc.
BINGHAMTON, N. Y.	Carpenter Paper Co.		Holyoke Coated & Printed Paper Co.*
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	The K. E. Toner Co.*		The Whitaker Paper Co.
BUFFALO, N. Y.	Hubbs and Howe Co.		Charles W. Williams & Co.*
CHARLOTTE, N. C.	The Charlotte Paper Co.		Bulkeley, Duntun Paper Co., S. A.
CHICAGO, ILL.	Bradner Smith & Co.		Butler American Paper Company, Inc.
	Dwight Brothers Paper Co.		Epes-Fitzgerald Paper Co.
	Parker, Schmidt & Tucker Paper Co.		Carpenter Paper Co.
CINCINNATI, O.	Charles W. Williams & Co.*		Carpenter Paper Co.
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	The Queen City Paper Co.*		The Central Paper Co.
	The Standard Paper Co.		Peoria Paper House, Inc.
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			Matthias Paper Corp.*
CLEVELAND, O.	The Millcraft Paper Co.		Whiting-Patterson Co., Inc.
COLUMBIA, S. C.	Epes-Fitzgerald Paper Co.		Carpenter Paper Co.
COLUMBUS, O.	Sterling Paper Co.		The Whitaker Paper Co.
CONCORD, N. H.	John Carter & Co., Inc.		Carpenter Paper Co.
DALLAS, TEXAS	Carpenter Paper Co.		John Carter & Co., Inc.
DAYTON, O.	The Cincinnati Cordage & Paper Co.		Irwin Paper Co.
DECATUR, ILL.	Decatur Paper House, Inc.		Epes-Fitzgerald Paper Co.
DENVER, COLO.	Carpenter Paper Co.		Garrett-Buchanan Co.
DES MOINES, IOWA	Carpenter Paper Co.		Hubbs and Howe Co.
	Pratt Paper Co.		C. J. Duffey Paper Company
	The Whitaker Paper Co.		Carpenter Paper Co.
DETROIT, MICH.	Carpenter Paper Co.		Acme Paper Co.
EL PASO, TEXAS	The Millcraft Paper Co.		Shaughnessy-Kneip-Hawe Paper Co.
FORT WAYNE, IND.	Carpenter Paper Co.		C. J. Duffey Paper Company
FORT WORTH, TEXAS	Carpenter Paper Co.		Inter-City Paper Co.
GRAND ISLAND, NEBR.	Central Michigan Paper Co.		Carpenter Paper Co.
GRAND RAPIDS, MICH.	Carpenter Paper Co.		Carpenter Paper Co.
GREAT FALLS, MONTANA	Carpenter Paper Co.		The Atlantic Paper Co.
HARTFORD, CONN.	John Carter & Co., Inc.		Carter, Rice & Co. of Washington
HOUSTON, TEXAS	Carpenter Paper Co.		Spokane Paper & Stationery Co.
HUNTINGTON, W. VA.	The Cincinnati Cordage & Paper Co.		The Capital Paper Co.
INDIANAPOLIS, IND.	Indiana Paper Co., Inc.		The Tampa Paper Co.
JACKSON, MISS.	Jackson Paper Co.		The Millcraft Paper Co.
JACKSONVILLE, FLA.	The Jacksonville Paper Co.		Carpenter Paper Co.
JAMESTOWN, N. Y.	The Millcraft Paper Co.		Blake Paper Limited
KANSAS CITY, MO.	Carpenter Paper Co.		Central Paper Co.
KNOXVILLE, TENN.	The Cincinnati Cordage & Paper Co.		Beene Paper Co.
LANCASTER, PENN.	Garrett-Buchanan Co.		Taylor Paper Co. of Oklahoma
LINCOLN, NEBR.	Carpenter Paper Co.		The Whitaker Paper Co.
LITTLE ROCK, ARK.	Roush Paper Co.		Southwest Paper Co.
LOS ANGELES, CALIF.	Carpenter Paper Co.		Whiting-Patterson Co., Inc.
LOUISVILLE, KY.	The Rowland Paper Co., Inc.		
LUBBOCK, TEXAS	Carpenter Paper Co.		
MACON, GA.	The Macon Paper Co.		
MEMPHIS, TENN.	Taylor Paper Co.		
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MIAMI, FLA.	The Everglade Paper Co.		
MILWAUKEE, WIS.	Dwight Brothers Paper Co.		

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Chicago Holds Graduation

Graduating ceremonies for the 1952 class at the Chicago Lithographic Institute were held June 12 in the courtyard at Glessner House with B. E. Callahan of Inland Lithograph Co., president of the Institute's Board, as commencement orator.

A total of 241 certificates marking completion of the courses were presented to the class with William O. Morgan presiding over this feature of the program, his last as school manager. This had been preceded by an open air buffet supper, participated in by the graduates, their wives and guests.

Addressing the class, seated on the lawn, Mr. Callahan congratulated them on completion of work in the class rooms. But the Institute, itself, he added, also deserves a pat on the back.

In the past six years, he said approximately 1,875 certificates had been awarded. Recalling the beginning, back in 1946, he told how a starting fund of \$67,000 had been scraped together from employing lithographers, Local 4 of the A.L.A. and suppliers, and how equipment worth another \$100,000 had been donated by manufacturers of machinery, cameras and other supplies.

"Once over that hump," said Mr. Callahan, "we did pretty well and in the past six years we have spent approximately \$500,000 on our educational program."

From this considerable expenditure, he continued, management has been getting sorely needed trained men, while the latter have been getting opportunities for advancement and self betterment that otherwise would never be available. Each man present, he said, can recall some man in his own or other plants who was moved into administrative, or management or supervisory jobs that always go to the most skilled person. It was another case, he said, of the truth of the old saying that "You can only get out of a thing what you put into it."

Examining other values derived from the Institute's training course,

New Chicago Institute Head

The Chicago Lithographic Institute, training school for lithographers, will have a new general manager when it opens for its seventh year of operations in September.



E. Callahan, president of Inland Lithograph Co. and president of the institute's board of directors.

For the past two years Mr. Brown has served as first assistant to Mr. Morgan. Previously he had been employed in various litho plants.

Mr. Morgan resigned, effective June 30, with the intention, it is understood, of assuming another post in graphic arts education. Early this month he left for a vacation in his home state of Florida and elsewhere and on his return to Chicago in August expected to be in position to make his future activities known.

He intends to continue as president of the Chicago Litho Club, he said, also as treasurer of the National Assn. of Litho Clubs, until the end of his terms, and will continue his close identifica-

Mr. Callahan commented on the term "security," saying "The security of a job is best determined by the steadiness of a job and surely the lithographing industry in Chicago offers steady work." As to "financial return," he pointed out that Chicago is a leader and pay received is "as good or better than the pay for a like job in any other industry." Working conditions, too, he asserted, "are probably more pleasant and comfortable than in any other large industry. Certainly there is a minimum of danger and hazard to your health and welfare. There is no such a thing as an occupational disease in your work."

Interest in the job, he declared "is up to you, but certainly there are interesting jobs in lithography." As to supplementary job satisfactions, he said "surely no one enjoys better vacation rights, health and welfare benefits, pension rights, etc., than do lithographic workers. Based, then, on all these measurements, it would seem that your job is worth investing in."

Commenting on the growth or pro-

tion with these organizations and others with which he is associated so long as he remains in the graphic arts field.

Coming to Chicago in July 1946, Mr. Morgan organized the Chicago Lithographic Institute and has subsequently built it up until it has attracted students from all parts of the world.

During the past six years the school's original limited training curriculum has been expanded by introduction of many new courses to meet new demands of lithographic technique. Registration for recent semesters has averaged well above the 300 mark. In successive commencements he has witnessed the conferring of 1,875 certificates to student classmates on completion of their courses.

"Mr. Morgan has proven a fine educator," said Mr. Callahan, in announcing the administrative change. "We don't like the idea of losing him, for he has done a splendid job for the lithographing industry in Chicago. But a larger opportunity awaits him and we reluctantly agreed to release him for his new work."

Mr. Callahan also announced that negotiations have been definitely called off on a proposal by the Army Air Force to use the Institute's facilities for officer training work. Recent word from Washington, he said, was to the effect that the Army will not be interested in this plan for the coming year. Mr. Callahan emphasized that the Institute will thus resume in September its regular program of activities for upgrading apprentices in Chicago litho plants.

gress of an industry as another factor in the measurement of security, Mr. Callahan declared that Chicago is becoming the lithographic center of the world. There are now more 4-color presses in Chicago than in all the rest of the country, he said. Industry, too, is spending hundreds of thousands of dollars yearly for research. While this gives overall benefits, it also adds to the value and interest of each job, by adding skills that make each job a better job, he said.

"Intangible factors that add other job satisfactions are too numerous to mention," he went on. "For instance, the social acceptance of the industry; products of the industry that are useful to society as a whole, not to just one small segment of it. And lithography is of such a nature that the individual has a real chance for personal self expression. This, too, is not limited to the artist alone, but can be shared by the pressman, platemaker and anyone contributing to the finished product."

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New York Office—500 Fifth Avenue, New York 18 • Mills: Fitchburg, Mass.



New officers, Chicago Club of Printing House Craftsmen. Left to right: Lester Rayner, Rayner Litho Co., treasurer; Steve Sluka, Vogue-Wright Studios, 2nd vice president; Floyd Larson, Great Lakes Naval Training publications of-

ficer, 1st vice president. James Anderson, 20th Century Press, president; Michael Ivers, Olander Press, financial secretary; and Richard Fiedler, W. F. Hall Printing Co., recording secretary.

Chicago Craftsmen Elect

Chicago Craftsmen elected three representatives of lithographing or combination plants as new officers at the annual business meeting June 12. James Anderson, 20th Century Press, was chosen president, to succeed a letterpressman, Arthur S. Colton, of C. O. Owens Co., Maywood, Ill. Floyd Larson, publications officer at the printing plant, Great Lakes Naval Training Center, was advanced from 2nd to 1st vice president, and Lester Rayner, vice president, Rayner Litho Co., was chosen treasurer.

Others elected included Steve Sluka, Vogue-Wright Studios, 2nd vice president; Richard Fiedler, W. F. Hall Printing Co., recording secretary; and Michael Ivers, Olander Press, Glen Ellyn, financial secretary.

Business being disposed of, the meeting became a "Charlie Gaynor Night," to honor Charles Gaynor, of International Harvester Co.'s Harvester Press, who has been active in the Chicago Club for nearly four decades. After the tributes, Mr. Gaynor was presented with a portable typewriter, for use in turning out his "Gainergrams" column which appears monthly in the club's bulletin.

A new Harris-Seybold sound and color film was shown and the 150 Craftsmen in attendance also viewed a display of club publicity material issued since last September. This display, it was announced, will be taken to the International Craftsmen's convention at the Jefferson Hotel, St. Louis, Mo., Aug. 10 to 13.

Among new additions to the club's

membership of over 900 were the following: Dewey Miro, assistant western sales manager, Rutherford Machinery Co.; Clifford W. Wells, Dexter Folder Co.; Raymond J. Swanson, Chicago branch manager, E. C. Fuller Co.; Erhard A. Schneff, assistant pressroom foreman, D. F. Keller Co.; Clarence T. Ogren, production manager, 20th Century Press; Leonard F. Marak, foreman, Regensteiner Corp.; Raymond W. Bishop, assistant Supt., Photopress, Inc.; Frank Ciolkowski, assistant foreman, Ace Carton Co., Merlin H. Kirby, production coordinator, and Chas. D. Headdy, assistant production manager, Rand McNally & Co.

Triebe Heads Research Council

Edward J. Triebe, vice president of Kingsport Press, Kingsport, Tenn., who has served as vice president of the Research and Engineering Council and chairman of the planning committee since the establishment of the council in 1948, was elected the second president of the council at a meeting in Cleveland on June 6. John H. Davis, Jr., of Judd and Detweiler, Washington, and Elliott Donnelley, of R. R. Donnelley & Sons Co., of Chicago, were elected as vice presidents; Joseph Schwartz, of Westcott and Thomson, Philadelphia, as treasurer, and J. Homer Winkler, presently president of the International Assn. of Printing House Craftsmen, of Battelle Memorial Institute, Columbus, was elected secretary. Frank F. Pfeiffer, Reynolds & Reynolds Co.,

Dayton, O., is the retiring president.

The meeting program of the Council in the future will call for a series of conferences on specialized subjects with one large annual membership meeting. The dates for the membership meetings for the next three years were announced as: May 14-15, 1953; May 11-12, 1954; and May 12-13, 1955.

The first specialized conference will be on the subjects of makeready and pre-makeready and will cover the fields of offset lithography, letterpress, and gravure. The conference will be held in Chicago, December 4-5, 1952.

Bernard J. Taymans will continue as managing director of the council, with Samuel M. Burt, formerly with Educational Testing Service of Princeton, N. J., and previously director of the Printing Institute, Philadelphia, as assistant managing director.

A recommendation was made to the Research and Engineering Council that it function as a coordinating agent in endeavoring to bring the problem associated with the multiplicity of meetings in the graphic arts to the attention of each of the graphic arts organizations. Mr. Triebe appointed Frank F. Pfeiffer as chairman of a committee to investigate this problem and to bring about a meeting of representatives of the various graphic arts groups to discuss the problem.

The new Council membership as of June 4 consists of 42 Association members, 144 company members, 5 individual memberships, 5 honorary members, and 11 trade paper members.

3M Advances Bovermann

E. F. Bovermann has been advanced to sales supervisor of printing accessories for Minnesota Mining & Manufacturing Co. He will be in charge of the midwestern division including Cleveland, Cincinnati, Detroit, Chicago, St. Louis, Dallas and St. Paul, with headquarters in Chicago.

Mr. Bovermann joined 3M in 1949 and has been a member of the firm's printing accessories sales staff.

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IN
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and more economical, use brighter

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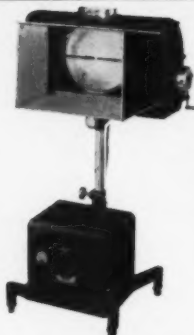
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PLATE MAKING

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NO OTHER LAMPS MEASURE UP TO THEM IN PERFORMANCE

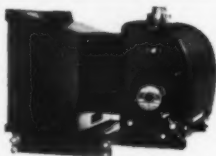
Approximately twice the light per arc watt results from the use of a silvered glass reflector, instead of a metal reflector.
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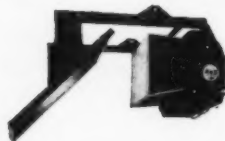
**GRAFARC 95 AMPERE OVERHEAD
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for use with horizontal printing frames under
40" x 50". Burns in normal position thereby
avoiding smoking of reflector and preventing ash
from depositing on surfaces in the light path.
A 45-degree angle mirror redirects the light down-
ward to the work area.



**GRAFARC 95 AMPERE PHOTO-COMPOSING
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for Monotype Hoeber MH photo-composing ma-
chines. Assures precise control of intensity for
accurate repeats.



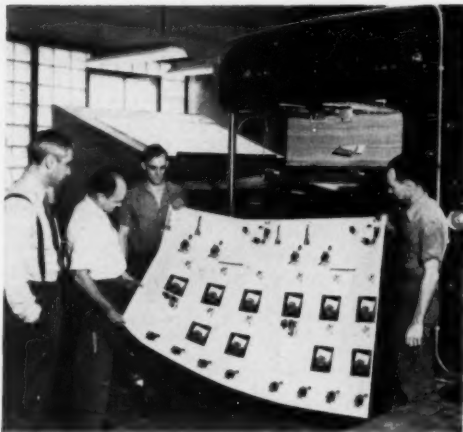
**GRAFARC 140 AMPERE OVERHEAD
PRINTING LAMP NO. 32520**

for use with horizontal printing frames 40" x 50"
and larger.

STRONG ELECTRIC CORP. 17 CITY PARK AVENUE • TOLEDO 2, OHIO

New Two-Color in Kansas City

Modern Lithographers, Inc. recently accounted for a sizeable increase in Kansas City's lithographing capacity, when the firm added this new Harris 50 x 72" two-color. In the photo, from left to right, are Stephen S. Navran, Daniel B. Schnitz, Robert M. Hamilton and Howard W. Schnitz, all of Modern Lithographers.



Hold St. Louis Conference

A Foreman's Management Coaching Conference was completed in St. Louis in May with 27 enrollees completing the course, sponsored by the Associated Printers & Lithographers of St. Louis. Many who took the course plan to conduct similar conferences within their own plants. C. W. LaBlanc of The Research Institute of America and W. F. Gutwein of C. T. Dearing Printing Co. conducted the classes which were designed to assist foremen in training personnel.

PIA Committees at Work

Clyde Murphy, vice president of Blackwell Wielandy Printing Co., St. Louis, and Don O. Pyke, sales promotion manager, Graham Paper Co., report they have more than 50 committee members working actively on various plans for the 66th annual Printing Industry of America convention to be held in St. Louis, October 12-18. Indications point already to an attendance of more than 1,000 persons from out of the city. The convention will be held at The Chase Hotel.

Planning for Christmas

Christmas is just around the corner to the entertainment committee of the Associated Printers & Lithographers of St. Louis. They have reserved the ballroom of the

Missouri Athletic Club for the association's annual Christmas Party, scheduled for December 11 this year.

Add Line-up Tables

Photo-Lith line-up table installations have been announced by Craftsmen Line-Up Table Corp., Waltham, Mass., in the following plants: Concordia Publishing House, St. Louis; Tucker-Castleberry, Atlanta; Hamilton Press, Hamilton, Ill.; Printing, Inc., Minneapolis; Quality Litho Plate, Cleveland; Richter-McCall & Co., Chicago; and C. S. Hammond Co., Maplewood, N. J.

Drops Letterpress for Offset

Maurice "Barney" Mandel, superintendent of Schoenwald Printing & Lithographing Co., Chicago, has become enthusiastic for offset, although he was a letterpress printer for 30 years. Any printer who wants to keep up with the procession, Mr. Mandel asserted in a recent interview, "will eventually have to put in offset facilities. If he doesn't he'll start moving backward."

Schoenwald P. & L. Co., he related, began as a letterpress firm 17 years ago. In 1948 they put in their first offset press and about a year and a half ago, they disposed of their last piece of letterpress equipment. When the company moved, in June, 1951, from a downtown location to larger quarters at 817 W. Washington

Blvd., it was decided that bigger offset presses were needed, he said, so their older machines were traded in for larger size presses. Present lineup includes four improved Miehle 41 x 54" presses and two latest model Harris 21 x 28" presses, along with all necessary camera and platemaking equipment. "Had to do it to meet our competition," he explained.

Wins Chicago Bowling

Chicago Litho Plate Graining Co.'s bowling team took top honors in the final scoring of the Chicago Craftsmen's Bowling League tournament for 1951-52, with a showing of 65 games won and 34 lost. Second place was taken by American Roller Co.'s team with 60 won, 39 lost. Third place went to Sinclair & Valentine Co.'s team for 59 won, 40 lost. Tied for fourth place with a 55-44 score were teams from 20th Century Press and Workman Mfg. Co. Others in the 20-team lineup representing litho houses or suppliers included three ink houses, Sigmund Ullman Co., div. of Sun Chemical Corp., Martin Driscoll & Co., and Interchemical Corp.'s ink division; Sheldon Printing Co., Geo. F. McKiernan & Co., the printing dept. of Butler Bros., merchandising firm, and E. G. Ryan & Co.

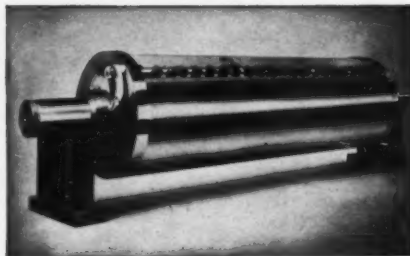
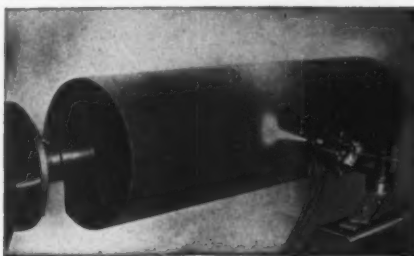
Change in CPR 121

The Office of Price Stabilization acted June 17 to clarify certain regulatory provisions regarding costs of raw materials used in printed products. The action, Amendment 2 to Ceiling Price Regulation 121, was effective immediately.

As changed, CPR 121 provides that, in determining ceilings for their products, printers may reflect increases if they wish, but must reflect decreases in the ceiling prices on their raw materials resulting from issuance of any tailored ceiling price regulation covering such materials.

Heretofore, CPR 121 provided printers might reflect increases and must reflect decreases in raw material ceilings initially established by tailored dollars-and-cents ceiling price regulations only.

good as new and less expensive



Lithograph Press Cylinders Reconditioned By Specialists ...

FOR the past twenty years, Arthur Tickle Engineering Works has specialized in reconditioning for the trade, damaged printing press cylinders, or cylinders that have been reground previously on the bodies and are too small in diameter. In our modern plant, damaged cylinders have been turned down on the surface and sprayed with metals such as Hard Stainless Steel, High Carbon Steel, Monel Metal, and 18-8 Stainless Steel. Cylinders rebuilt by our process are more durable than new cylinders because of the increased hardness of the deposited metal and its resistance to corrosion. After spraying, cylinders are ground with precision accuracy to their original diameter or to any diameter desired. The thickness of the sprayed metal is controlled to vary from 1/32" to 1/8" on the side.

THE journals of the cylinders, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in wear.

IT will require one (1) week of average time at our plant to recondition one cylinder, ranging from 14" to 18" in diameter. Two (2) weeks for two cylinders and approximately two and one-half (2½) weeks are required for three cylinders.

ALL cylinders received at our plant are inspected for size, condition of bearers and journals, and body run-out. Upon obtaining this data, we compare it with the customer's order or instructions. In case of discrepancy, we contact customer immediately submitting our recommendations and furnish exact costs for the work to be performed. This procedure has eliminated unnecessary work in some cases and in other cases, hidden defects have been brought to the customer's attention.

WE are equipped to spray any metal obtainable in wire form, on any surface round or flat, if it is a printing press cylinder, water trough, or the inside of a tank.

Tickle Engineering will be pleased to discuss your special problems and to submit estimates based on efficiency and careful cost control.

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Show Old Stone Lithography

Newberry Library, Chicago, placed on view last month a collection of rare "trade cards" representing work done during lithography's stone age, both at home and abroad. Highlight of the display was a group of jobs done by French and Belgian lithographers around 1830 to 1840. Included in the selections were menu cards from famous old time European cafes, hotel cards, saints' calendars, greeting cards and one bearing heraldic emblems of royalty and the name of "His Majesty, the King of Sardinia."

Predominant here were business cards of continental lithographers, announcing their specialties, which ranged from maps and vignettes to invoices, bills of exchange and other office forms. But, unlike the tiny vest pocket size business cards of today, those relics were 5 x 7 inches or larger in dimensions, every one adorned with intricate geometrical designs, or fanciful sketches, many in several colors, with lots of gold trimmings.

James M. Wells, curator of the Wing Foundation at Newberry Library, said they may have been collected by some lithographer or artist and mounted in a scrap book that was recently unearthed for the library by a European art dealer.

In a companion display case cards by early American stone lithographers, dating from 1880 to 1890, recalled the days of "drive-yourself" livery services for the carriage trade and for hunters. Babbitt's famous old-time "Best" soap, worm remedies and other nostrums for infant or adult, "High Life" cigar labels and box liners and other 19th century commercial ephemera.

Lithographers' imprints were not all legible, but on one picture card for Field, Leiter & Co., predecessors of today's Marshall Field & Co., department store in Chicago, the name "Ketterlinus" could be made out. A group of cigar box liners all bore the name "O. I. Schwencke, Litho, New York," while Franklin Printing Co., Fair Haven, Conn., was evidently doing a lively business in "Fancy Advertising Cards."

Use of lithographed picture cards as merchandising premiums was well established, the display indicated. B. T. Babbitt Soap Co., which started this commercial trend in 1851, was represented by several examples. Some of the relics appear to have been die cut with workmanship comparable to the best work of today.

All were executed in multi-colors, whose effects, Mr. Wells commented, "are astonishing in their delicacy and truth of register." Senefelder's development, he pointed out, widened the printer's resources, enabling him to use color cheaply and freely. The American cards, he further remarked, stress the quaintly humorous, whimsical or sentimental touch, rather than the fantastic, which is more evident in the European samples. On the whole, he said, this display of domestic trade cards "revealed an America which saw nothing incompatible between functionalism and charm, something of which today's strictly utilitarian business world too often loses sight."

Only about one-fourth of the Newberry's extensive collection of lithographed trade cards was on public view. But Mr. Wells was also enthusiastic about the latest addition to the Wing Foundation's collection of 15,000 volumes on the graphic arts, a volume published in 1951 by the French National Print Shop. Entitled "Promethee" and issued in a limited edition of 183 copies, the entire book of 75 pages, both text and illustrations, was printed from the stone plates of Senefelder's invention. To insure fidelity of reproduction, the artist, Henri Maure, himself, drew the pictures on the litho stone and printing was by the Paris house of Mourlot Bros.

He called attention to the fact that the Wing Foundation, which was established some thirty years ago by a Chicago trade journal publisher, is the only specialized collection of printing in the middle west. Included in the collection is much material on lithography.

View Fotosetter Demonstration

The Chicago Typographers Association enjoyed a fieldtrip on June 19

to the new Chicago offices of Intertype Corp., at 57 W. Grand Ave., where they watched operations of the Intertype Fotosetter. Heading the delegation was C.T.A.'s president, Richard Hellman, proprietor of Hellman's Typesetting Co., and the organization's new executive secretary, Herbert K. Maguire.

Mr. Maguire was, for 22½ years, manager of Montgomery Ward & Co's form department, which supervised designing and production of the myriads of printed forms used by this big Chicago mail order house.

Building New Graining Plant

The Offset Plate Graining Co. of Cincinnati has started the construction of a new plant at 3011 Massachusetts Ave., it was announced by Jack H. Loos, owner of the 15-year-old firm. The new air conditioned building, scheduled for completion in October, will be of concrete block and brick construction, 47 by 77 feet in size, and will cost approximately \$30,000. Equipment to be installed in the new plant will include a new Zarkin grainer and a new type of drier made to Mr. Loos' specifications, he said.

A. E. Stahley Dies

Alfred E. Stahley, 39, vice president and secretary of Roessler Brothers, Inc., Cincinnati commercial printers, died on May 30 in Good Samaritan Hospital following a heart attack. He was president of the Cincinnati Printers League. Survivors include his widow, two children, three sisters and two brothers.

Strobridge Supt. Dies

Howard B. Sharp, 74, superintendent at Strobridge Lithographing Co., Norwood, Cincinnati, for more than 30 years, died recently following a brief illness. He was a native of Cincinnati.

Strobridge Installs Cutter

Strobridge Lithographing Co., recently added a Lawson electronic spacer cutter to its facilities in Norwood, Cincinnati.

**"With these new outfits we expect
nothing but A's"**

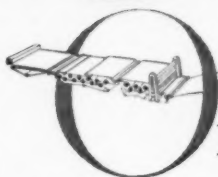


Back-to-school clothes will soon be a "required subject" for parents all over America.

And pointing the way to more attractive, practical outfits will be the bright, colorful catalogs and brochures produced by our leading style arbiters—the nation's department stores.

Because keen competition in retail merchandising puts such a premium on outstanding presentation, Oxford Quality Papers have long been the choice of department and chain stores for their finest printed promotions.

Oxford Quality Papers in a wide variety of coated and uncoated grades can help immeasurably to enhance the appeal and salability of your products. Call on your nearest Oxford Merchant for expert help in planning your next printed promotion.



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Cincinnati Wage Rice

Wage increases of \$8.46 over \$65.60 and \$6. for employees 65.00 or below were granted under a new one-year contract signed recently by members of the Miami Valley Lithographers Association of Cincinnati and Local 8 of the Amalgamated Lithographers of America.

The contract was signed after five weeks of negotiations, and is retroactive to May 1. It contains no re-opening or escalator clauses, but provides double time on any of the six regularly scheduled holidays, when worked, and regular pay for holidays not worked. Also included is a vacation setup, under which workers will receive three week vacations if they have eight years of service as of May 1, 1953, graduated down to five years of service as of May 1, 1956.

Under the new scale, artists receive from \$91.66 to \$101.66 weekly; engravers, \$92.66; provers, 96.66; photographers, \$86.66 to \$106.66; strippers, \$84.66 to \$92.66; plate-makers, \$66.20 to \$92.66; single color pressmen, \$86.66 to \$98.66; two-color pressmen, \$102.66 to \$109.66; four-color pressmen, \$111.66 to \$126.46, and second pressmen, 98.46 to \$101.46. All of these rates are \$8.46 per week more than under the previous contract.

The new contract sets pay scales for press feeder operators and learners at from \$40 to \$63, and on presses over 58" of from \$67.75 to \$71.60. The wage increase for this group is \$6 weekly.

Darby Marks 80th Year

Darby Printing Co., Washington, D. C. has just issued a booklet "Planned Printing" which outlines printing and lithographing services offered by the firm, and also gives historical facts about the firm which now is observing its 80th anniversary.

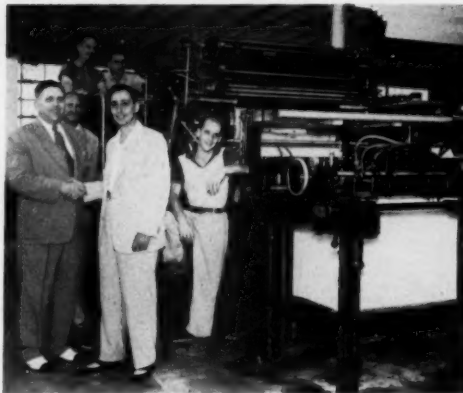
The booklet is 8½ x 11", produced in two colors by both letterpress and offset.

Mr. Rufus H. Darby founded the business on Ninth Street, N. W., in 1872. The business grew and expanded. He died in 1904, but the firm continued to grow, and by 1927 had

Miami Co. Adds Two-Color

This two-color ATF-Mann offset press recently was purchased by Mail-Rite Advertising Company of Miami. It is believed to be the first two-color offset press installed in Florida. One of 14 models of large sheet-fed offset presses manufactured by George Mann & Co., this press takes a maximum sheet size of 25½" x 36½". All Mann presses in the United States are sold and serviced by American Type Founders.

In foreground Arthur Weiss (right), founder and owner of the company, is congratulated by E. B. Hundley, ATF's Atlanta branch manager. Directly behind them is Bill Grizzard, new ATF



Miami representative. At left, on press platform, is Joe Fitzpatrick, installation supervisor for ATF-Mann presses. To his right is pressman Frank Costello, while pressman Jack Prough stands beside Mr. Weiss.

made two moves to larger quarters.

In 1942 the present modern building at 24th and Douglas Streets, N. E. was acquired. This is a two-story brick structure providing 30,000 square feet of floor space for the company's present operations. Today the firm operates both offset and letterpress equipment and also bindery equipment.

Officers are Otis H. Johnson, president and general manager; L. C. Bierach, vice president and sales manager; Ralph E. Murphy, controller; and Ruth Arant, secretary. Other officials and department heads of the firm as introduced in the booklet are: Frank C. Huseman, sales promotion manager; John S. Beckman, plant superintendent; O. E. Johnson, assistant sales manager; Joseph C. Bishop, William R. Bullough, and Henry I. Taylor, account representatives; Roland E. Peterson, estimating and purchasing; Neil McKnight, art director; Ewing H. Tavel, night superintendent; Ralph Meinhardt, pressroom foreman; William J. Giordano, composing room foreman; John Epply, bindery foreman; C. Thomas Mitchell, offset preparatory foreman; and Herbert Sheldon, foreman of mailing and shipping.

Expands on First Anniversary

A move to larger quarters is marking the first anniversary of Lithographic Materials and Dampner Co. of New York, Charles A. Perrone, president, announced this month. The company offers a line of materials including scratchproof driers, litho and printing inks, gum arabic solutions, and dampening materials and roller service. The company formerly was located at 461 Eleventh Ave., New York, and now has larger space at 1031-35 Grand St., Brooklyn. This is the building formerly occupied by Consolidated Lithographing Corp. Improved facilities will enable the firm to offer better service to customers, Mr. Perrone said.

Calvert Opens N. Y. Office

Calvert Lithographing Co., Detroit, has opened a New York office at 12 E. 41 St. James R. Wells has been appointed sales manager for New York and New England.

Made VP of Bay State

Norman T. Spiegel has been elected vice president of Bay State Press Corp., Boston lithographing concern, it was announced in June by Sherman Frank, president.



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**FULL SHADOW DETAIL
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This and other superiorities of Premium Graph-O-Lith are being reported to us constantly by cameramen from coast to coast. Their practical darkroom experience is the best proof, and here are some of their comments.

"With the same amount of solution, Graph-O-Lith brings up shadow dots completely on 50% more negatives than we can get from the best previously used developer. The shadow detail continues to come up fully until the Graph-O-Lith is nearly exhausted."

"The chemicals are properly balanced to yield full shadow and highlight detail. They dissolve well and the solutions are clear. They keep longer in the tray and are uniform in action."

"When halftones are removed from the tray for examination, development slows down immediately, allowing ample time for inspection under a glass."

Graph-O-Lith is the finest photo-mechanical film and paper developer HUNT has ever produced ...a maximum-contrast developer for process film and plates, thin-base strip film, and photo-mechanical papers. Try it yourself. Write for a free trial two-gallon can of Premium Graph-O-Lith® now.



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PHILIP A. HUNT COMPANY
 Manufacturing Chemists
 PALISADES PARK, NEW JERSEY
 CHICAGO, ILL. CLEVELAND, OHIO CAMBRIDGE, MASS.
 BROOKLYN, N. Y. DALLAS, TEXAS LOS ANGELES, CALIF.

R-C-S Names Directors

Appointment of five department heads as directors of the company has just been announced by F. G. Rolph, president of Rolph-Clark-Stone, Limited, Toronto.

W. R. Cockburn, commercial department manager; John Kennedy, comptroller; Norman R. Nash, production manager and Clair C. Stewart, art director all have been elected directors, as has Fred W. McLaughlin, manager of Rolph-Clark-Stone's Quebec regional operations. Mr. McLaughlin has also been named general manager of the R-C-S subsidiary, Benallack Press Ltd., Montreal. "Expansion of our board of directors to include key members of our operational staff is necessitated by the continuing expansion of our business," Mr. Rolph said.

Canadian Convention Sept. 7-11

The annual convention of the Canadian Lithographers Assn. is to be held September 7-11 at the Thousand Islands Club, Alexandria Bay, Ernest S. Higgins, CLA secretary, announced.

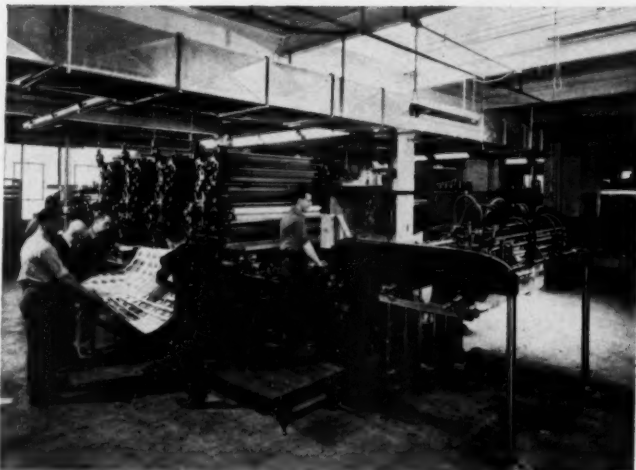
Strathmore Honors Employees

The Strathmore Paper Co., West Springfield, Mass., honored the 210 members of its 25-Year Club at a banquet held in West Springfield recently. Of the 210 members of the 25-Year Club, 38 are retired and 172 are actively employed. More than a quarter of the company's 656 present employees at its mills in West Springfield and Woronoco belong to the 25-Year Club.

A gold watch was presented to John D. Naylor, veteran West Springfield employee, who has 50 years of continuous service with the company, by F. Nelson Bridgman, president of Strathmore.

Forbes Issues Calendar

Forbes Lithograph Mfg. Co., Boston, has just issued a mid-year lithographed calendar. The large size piece features a reproduction of a painting "Sunset" by Frederick J. Waugh. An extra print for framing, also was distributed.



New 4-Color in Canada

The first four-color offset press in eastern Canada was recently installed by Montreal Lithographing Co., Ltd. To announce the event, Montreal Litho produced a novel four-color brochure — one edition for their French-speaking customers; another in English. The headlines read: "a new GIANT to serve you" and "un nouveau GEANT a votre service". The folder stated that addition of the 42 x 58" Harris four-color gives Montreal Litho the largest and most complete lithographing facilities in the city. The 58 year-old firm specializes in label design and production.

Montreal Lithographing also recently installed Canada's first two-color 23 x 34" press, a Harris.

J. Walter C. Taylor, president of Montreal Lithographing (second from left, above), sometimes is called "The Dean of Canadian Lithography". He has been in the lithographing industry 65 years, coming up from the bench after learning his trade in the U. S. He has served successively as superintendent, director, vice-president, and president of the company.

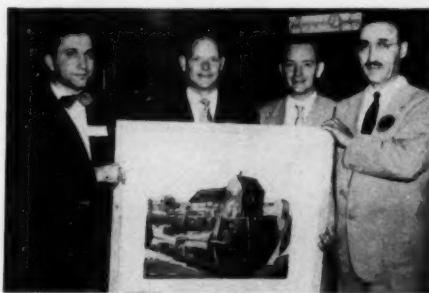
Inspecting the initial sheet run are: (left to right) Herbert Miller, superintendent; Mr. Taylor; Harry Jennings, pressman; and H. E. Stewart, Montreal representative of Harris-Seybold (Canada) Ltd. At the press are Gordon Quinn, second pressman and Louis Melonia, feeder.

Open House at Sanderson's

Joseph Nangerony (L.) of Polaroid Corp., Cambridge, Mass., is awarded water color painting "Rockport Motif No. 1" as prize at Sanderson Brothers' open house June 4, North Abington, Mass. The exhibition painting is the work of Charles A. Mahoney (R.) art director of the printing and lithography company celebrating its 30 years in creative printing. Behind painting are Gordon C. and Robert N. Sanderson, hosts to 300 guests at the celebration.

Boston, Providence and other New England visitors showed interest in displays of "Evolution Of Printed Pieces." These demonstrated samples of layout, art, type, plates and other phases leading to the final printed piece. In the lithographic department, other production steps were displayed, and explained.

At a supper for employees early the same evening the Sanderson brothers were presented by the plant's personnel



with a gold-framed "testimonial of appreciation." William J. Edwards, general manager, made the presentation.

Throughout the evening candid photographs of guests were snapped with a Polaroid Land camera. The pictures were slotted into pocket-size souvenir folders containing a brief message from the printing firm. The "hospitality touch" extended to the guests' final departure when they were handed a gift box of Howard Johnson's chocolates containing a card explaining that Sanderson Bros. prints that company's box wrappers and other promotional materials.

Now!

A safe, low-cost way to process plates!

**Disposable LITHO WIPES towels
eliminate laundry bills—
can't scratch or contaminate!**

Here's a far more efficient wiping material—tested and approved by over 500 lithographers all across the country!

Litho Wipes are made from chemically neutral cellulose fibers—uniformly felted and embossed to form a thick, cloth-like material. Each towel is a "man's handful"—designed especially for washing deep-etch plates with alcohol. Yet unlike most wiping materials, Litho Wipes are *safe* to use. They can't scratch, lint, "roll under" or contaminate. So inexpensive, you'll use a fresh, clean towel each time. The finely creped surface is highly absorbent, too—an excellent medium for holding solvents, inks and lacquers. Packaged 2,400 per container.



Applying deep-etch lacquer and developing ink



Washing out deep-etch plates with alcohol



Applying and wiping down thin asphaltum



Cleaning glass sides of vacuum frame

FREE! Sample pack of Litho Wipes Towels

For a free sample supply of Litho Wipes towels, write to
Kimberly-Clark Corp., Dept. ML-7, Neenah, Wisconsin.



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Wages Up in L. A.

Wage increases up to \$11.25 per week have been granted the Los Angeles Pressmen's Union by PIA Union Employers under a contract retroactive to May 4 and effective to Oct. 31, 1953.

A \$6.95 per week pay raise has been granted journeymen under a contract between the Los Angeles Binderymen's Union and the PIA Union Employers. The contract dates from May 1, 1952, to Oct. 31, 1953. Next May 1 there will be an additional automatic increase of \$2.70 per week. Journeymen will receive 60% of journeymen's pay, and stockmen and shipping clerks 80% of the journeymen's rate. Miscellaneous male employees will receive 60% of journeymen's pay for the first six months and 65% thereafter.

Barden Joins L. A. Firm

Walter W. Barden has joined Economy Lithograph, Los Angeles, the company announced in June. He will serve as a consultant to west coast manufacturers on technical requirements of government contracts. For the last 13 years he has been with aircraft manufacturers and with the air force in contract work.

GPO Adds Cutter in Chicago

The Government Printing Office recently installed a Lawson 39" cutter at 333A New Post Office Building, Chicago.

L. A. Reports Costs Up

Costs of various processing steps in offset lithography in Los Angeles were up slightly from a year ago, according to a report issued by the Printing Industry of America. Offset costs were listed as follows:

Negative preparation, \$8.98 (last year \$8.88); Camera, \$9.91 (\$9.81); Photo-composing, \$12.38 (\$11.55) Vacuum frame, \$9.58 (\$9.63); 10x15 Multilith, \$7.43, (\$6.72, 3374 impressions); 14x20, one color, \$9.75, 3355 impressions (\$9.31, 3160 impressions); 17 x 22, one color, \$9.56, 3589 impressions (\$9.44 3336 impressions); 22 x 29, one color, \$10.-

81, 3242 impressions (\$11.61, 2935 impressions); 22 x 34, one color, \$15.97, 3346 impressions (\$15.58, 3266 impressions).

Jones Awarded Honorary Degree



Thomas Roy Jones, chairman of the board of American Type Founders, Inc., and president of ATF's parent company, Daystrom, Inc., was awarded an honorary degree of doctor of laws by Lafayette College June 6. He received the degree at the College's commencement exercises in Easton, Pa.

Others who were honored by Lafayette included Henry R. Luce, editor-in-chief of *Time* magazine; Dorothy Shaver, president of Lord and Taylor; Rev. Norman Vincent Peale, pastor of the Marble Collegiate Church in New York; and Frank Pace, Jr., Secretary of the Army.

Mr. Jones attained a degree in engineering from the University of Kansas; he also attended the Harvard Graduate School of Business Administration. In 1932 he became president of American Type Founders and has been president of the parent organization since it was founded in 1945.

Last November, Mr. Jones was awarded the 1951 Henry Laurence Gantt Medal for outstanding service to the community by the American Management Association and the American Society of Mechanical Engineers. He is past president of the New Jersey Chamber of Commerce, a trustee and treasurer of the Committee for Economic Development, and has held many offices in the American Management Association and other business organizations.

Incorporate in New York

Thompson Lithographic Associates, Inc., has been granted charter of incorporation, listing capital stock of \$100,000. Directors: Mac Stein, 41-15 50th Ave. Sunnyside, N. Y.; David Messenger, 1235 Gr. Concourse, Bronx, N. Y.; and Abr. I. Scherage, 15 East 40th St. New York.

Air Force Sets Printing Policy

A policy of buying all printing commercially wherever possible is set forth by the U. S. Air Force in a new Air Force Regulation No. 6-1, recently issued. Paragraph 11 of the document states "Additional plants will be authorized only when local printing requirements cannot be furnished satisfactorily by local commercial printers or by established governmental field printing plants." The section then sets forth the procedure under which new plants might be set up.

In Par. 20, a. is stated: "In accordance with the policy of the Joint Committee on Printing, all printing will be purchased commercially, except when service and security are of prime importance."

Will Reject Clients' Plates

Member firms of the lithographers group of the Printing Industries Assn. of Los Angeles have agreed not to accept negatives, positives and press plates from customers "due to technical problems." The policy is part of the trade customs which the group is seeking forth for member guidance.

Republican Delegate

Arthur B. Carlson, owner of the Carlson Printing Company, Vancouver, Wash., across the Columbia river from Portland, has filed as delegate to the Republican convention from the third congressional district, Portland. A printer and lithographer, he has been in the trade for more than 40 years.

Shaffer on Engineer Board

Richard F. Shaffer, lithographic consultant, associate professor of chemical engineering and head of the department of chemical engineering at Pratt Institute, Brooklyn, has been elected member at large of the board of the New York Section of the American Institute of Chemical Engineers.

Adds Cutter in Rochester

Stecher-Traung Lithograph Corp., Rochester, recently added a Lawson 52" cutter.

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Yes! We're having a happy birthday, thank you! We're both happy and appreciative for the loyal support of our friends during our first year of business. The patronage of the lithographic trade has made necessary our move to larger quarters so we can continue giving good service.

We want the trade to know that its patronage is appreciated and that now, as we begin our second year in new and enlarged quarters, we'll be even better equipped to improve our service and furnish a more complete line of lithographic supplies.

Just telephone, write, or, if possible, call in person to see our new plant!

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LITHO CLUB NEWS

New Cincinnati Officials

Top: New officers of the Cincinnati Litho Club, elected during an annual Ohio River moonlight boatride on June 7, are, left to right: Retiring president, Russell Smith, Tri-State Offset Co.; president, Richard Fischer, Cincinnati Lithographing Co., Inc.; vice president, Harold Knippenberg, Advance Decalcomania Co., and secretary, Wm. E. Staudt, Jr., Young and Klein, Inc. The new treasurer, Lawrence Daugherty of Tri-State Lithographers, Inc., was absent.

Lower: The new board of governors. Seated, left to right, are William E. Staudt, Jr., Young and Klein, Inc., secretary, Clifford Hebbeler, the Hennegan Co., Richard Fischer, Cincinnati Lithographing Co., Inc., president, and Theodore Williams, Progress Lithographing Co. Standing are Russell Smith, Tri-State Offset Co., immediate past president; Harold Knippenberg, Advance Decalcomania Co., vice president; Jack Loos, Offset Plate Graining



Co., John Rogers, Stevenson Photo Color Separation Co., and Clifford Schopper, Progress Lithographing Co. The photos were taken by Frank Petersen of Nielsen Lithographing Co., a former club president.

Fisher Heads Cincinnati Club

Richard Fischer of the Cincinnati Lithographing Co., Inc., was elected president of the Cincinnati Litho Club during the annual meeting, which was held in conjunction with a moonlight boat ride on the Ohio River on June 7. He succeeds Russell Smith of the Tri-State Offset Co.

Other new officers are: vice president, Harold Knippenberg of Advance Decalcomania Co.; secretary, William E. Staudt, Jr., of Young and Klein, Inc., and treasurer, Lawrence Daugherty of Tri-State Lithographers, Inc. New directors are Clifford Hebbeler of the Hennegan Co., and Clifford Schopper of Progress Lithographing Co. The new officers and directors were formally installed by Jack Dougherty of Roberts and Porter, Inc.

Two new members of the club

were introduced during the meeting. They are Howard Woods of the Nielsen Lithographing Co., and Antonio Bianchi of the Advance Litho Plate Co. The club now has 68 members, the largest in its history.

A record attendance of 115 persons on the annual boatride enjoyed an evening of cards and dancing, together with a roast beef dinner.

Phila. Outing Held

The annual outing of the Litho Club of Philadelphia was to be held Saturday, June 28 at the Log Cabin Lodge, Medford Lakes, N. J. Activities were listed as golf, cards, quoits, putting contest, and softball. Prizes, refreshments, and a dinner were included on the program. Frank Feringo was chairman of the committee.

The club is to resume regular monthly meetings in the fall.

LITHO CLUB GUIDE

BALTIMORE

Y. King Smith, Secy.
5720 Leith Walk
Baltimore 12, Md.

BOSTON

Domenic Bonanno, Secy.
33 Newborn Ave.
Medford, Mass.

CHICAGO

James Ludford, Secy.
216 N. Clinton St.
Chicago 6, Ill.

CINCINNATI

Wm. E. Staudt, Jr.
Young & Klein, Inc.
5137 Vine St.
Cincinnati 17.

CLEVELAND

Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave. N. E.

CONNECTICUT VALLEY

C. J. Vandermark, Secy.
Vandermark Co.
133 Laurel St.
Hartford, Conn.

DALLAS

E. D. Malone, Secy.
Southwest Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT

Norman J. Miller
Federal Lithograph Co.
858 W. Fort St., Detroit 26

MILWAUKEE

Steven F. Karabensh, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.
Meets 4th Tuesday at the Miller Inn.

NEW YORK

Hammond Sullivan, Secy.
1065 Lorraine Ave.
Union, N. J.
Meets 4th Wednesday, Building Trade Club

OMAHA

Gladys L. Rohrs
404 Omaha Natl. Bank Bldg.

ONTARIO

Robert Elgie, Secy.
R. G. McLean Co., Ltd.
Toronto, Ont.

PHILADELPHIA

Joseph Winterberg, Secy.
622 Race Street.
Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

QUEBEC

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada

ROCHESTER

Carl Biggar, Sec'y.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

ST. LOUIS

Raymond Benz, Secy.
Hallenberg Press, Inc.
114 N. 7th St.

TWIN CITY

Harold Smith, Secy.
Route 2
Wayzata, Minn.

WASHINGTON

Fred J. Diegelmann, Secy.
PO Box 952, Genl. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NAT'L ASS'N. OF LITHO CLUBS

Angelo Pustorino, Exec. Secy.
3209 Avenue N., Brooklyn 10, N. Y.

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AUTOMATIC PLATE GRAINING CORPORATION

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Boston Club Elects

Herbert L. Borden, vice president, Hub Offset Co., Boston, was elected president of the Boston Litho Club, at its annual dinner-meeting, held in the Hotel Gardner, Boston, June 9.

Albert H. Wain, superintendent of offset, Metropolitan Lithograph and Publishing Co., Everett, Mass., was elected vice president. He was treasurer.

Arthur Olivieri, pressman, Henry H. Johnson Co., Boston, was elected treasurer.

Carl B. Harris, litho superintendent, J. C. Hall Co., Pawtucket, R. I., was elected secretary.

The new officers are shown above (L to R): Herbert L. Borden, president; Albert H. Wain, vice president; Arthur Olivieri, treasurer; and Carl B. Harris, secretary. Presiding at the meeting was Merrill N. Friend, Spaulding-Moss Co., retiring president.



The following were elected to the Board of Governors: Active members: For one year, to fill unexpired terms: Carl B. Harris, and Edward M. Smith, Murray Printing Co., Wakefield, Mass.; for two years: Arthur Olivieri; for three years: James F. Beldotte, Winthrop Printing & Offset Co., South Boston, Mass.; Herbert L. Borden, and Edward Canzano, Jr., Acme Printing Co.

Associate members: For one year: William S. Law, International Printing Ink, and Albert A. Richards, Jr., Bingham Bros. Co.

Hold Two-Color Demonstration

A demonstration of production with a Harris 22 x 34" two-color offset press was the feature of the June meeting of the Dallas Litho Club. The event was held at the new plant of Padgett Printing Co. Also featured were an audio-visual presentation on densitometry, and a tour of the Padgett plant.

Eighty men attended the club's recent fishing trip at Caddo Lake State Park. It was a weekend affair. The club's annual picnic is planned for September 6 at Vickery Park.

Houston Club Holds Clinic

The Houston Litho Club was the sponsor on June 7 and 8 of the second annual Southwestern Litho Clinic. Headquarters were in the Lamar Hotel, Houston, and the Saturday program was held in a park. The program included the following talks: Welcome and Introductions, by Bill Dodd, president of the Houston Litho Club; Growth and Progress of the Houston Litho Club, by Robert Perry, San Angelo, Tex.; Platemaking for Dry Offset, by Norman Bridwell, Graphic Arts Corp., Toledo, Ohio; Paper, by Odell Sanders, Champion Paper Co., Houston; The Intertype Fotosetter, by F. L. Gerspach; Maintenance of Presses, by Roy Tyler, Harris-Seybold Co.;

and Ink for Lithography, by Richard Scott, Sinclair & Valentine Co.

A dinner was held Saturday evening, with Dr. Paul Hartsuch, Interchemical Corp., Printing Ink Div., as the speaker.

Continuing on Sunday, the program included talks by Paul Krueger, Sam'l Bingham's Son Mfg. Co., Dallas; and a talk on cameras by Raymond Roberts, Eastman Kodak Co.

The Dallas Litho Club reported that 32 of its members attended this clinic. Total attendance was about 135 persons from 21 cities and six states, the club reported. Another clinic is planned for next year.

Milwaukee Holds Picnic

The annual family picnic of the Milwaukee Litho Club was held June 21 at Becker's Golden Lake Park, and a regular dinner meeting was held at Moser's Cafe June 24. This meeting was to be devoted to fellowship and entertainment. No other regular meetings are scheduled for the summer months, but will be resumed in September.

25 Years With Kodak

Alexander Murray, an Eastman Kodak Company research scientist, celebrated his 25th anniversary at Kodak in June. Mr. Murray, who last year was named the outstanding per-

son in the graphic arts industry by the Technical Association of the Graphic Arts Industry, is a research associate in the graphic arts department of Kodak Research Laboratories.

In his research at Kodak, Murray has been noted for his work on color correction processes, including modern masking methods, fluorescent color correction, and an electronic color separation and color correction machine.

Murray's 1951 TAGA award was presented in recognition of his contribution of a long series of improvements to the printing industry. The award cited particularly his work on tone reproduction and dot etching problems.

He introduced use of the densitometer to the engraving field, and he has made an extensive study of chemical resist coatings and photosensitive resins. He has been granted more than 50 patents covering developments in the graphic arts field.

Mr. Murray is a native of Greenock, Scotland. He came to the United States at the age of 13 and completed his schooling in this country. In 1927 he joined the engraving department at Kodak Office where he was assigned to graphic arts research. In 1931 he was transferred to Kodak Research Laboratories where he is engaged in basic research on reproduction processes.

Offers New Lines in Canada

Harris-Seybold Company is now Canadian distributor for Ideal rollers and Gelb photo equipment, according to Hedley Prout, vice-president of Harris-Seybold (Canada) Ltd.

Canadian printers and lithographers will be able to order Ideal and Gelb products directly from Harris-Seybold's offices in Toronto, Montreal and Vancouver, Mr. Prout stated.

Joins Einson-Freeman

Merle Reed, former Ruthrauff & Ryan art director, has joined Einson-Freeman Co., Long Island City, N.Y. creative lithographers as art director. Previous to his connection with Ruthrauff & Ryan he was with Compton and Young and Rubicam.

America does business
on
**NEKOOSA
BOND**



MODERN LITHOGRAPHY, July, 1952

EQUIPMENT

SUPPLIES, SERVICES, BULLETINS

'52 Penrose Annual Issued

The Penrose Annual, Volume XLVI, 1952, has just been issued in Britain and is now available in the U. S. This annual review of the graphic arts covers all processes, with considerable portions being devoted to art and design as related to the graphic arts.

Masking methods for offset lithography and other processes are the subject of several articles. The McCorquodale-Gresham process, presented in the U. S. at the recent TAGA meeting, is included, as well as Tone and Colour Correction by Masking in Photogravure, by M. Hephner and J. Lee, Research Laboratories, Kodak, Ltd.; and Colour Masking by Projection, (The Multichrom Camera) by H. M. Cartwright, London School of Printing.

A color masking camera, which fits into the lens board of a process camera, is illustrated and described in an article "A New Colour-Masking Technique," by Frank H. Smith, London School of Printing.

Dry offset (Letterpress Offset from Thin Plates) is covered by N. E. Funk of ATF; and the RCA-Interchemical All Electronic Colour Correction System is discussed by Harold E. Haynes of RCA.

"Magazine and News Production by Offset at New High Speeds," an article by T. M. Brown of the *Melbourne Argus*, discusses work in offset being done in Australia on Sunday newspaper supplement. (see "Offset in the South Pacific," by Herbert Jay Wolfe, *Modern Lithography*, May, 1952) Dr. Walter Clark, Eastman Kodak Co., Rochester, discusses the Ektalith offset color process, and David M. Cumming, Rochester Institute of Technology writes on the

use of Ektalith plate for small-scale newspaper production.

Further material of interest to offset lithographers is contained in the paper "Deterioration of Bichromated Colloid Solutions, by R. A. C. Adams, of the Printing, Packaging and Allied Trades Research Assn.

Current machines for producing type on film are discussed, and recent developments outlined, but no major developments are recorded. A detailed outline of the Higonnet-Moyroud machine, being developed in Cambridge, Mass., is given.

The 9 x 12" volume contains some 250 pages of material, accented with numerous full page illustrations and inserts in color, produced by various processes, including fluorescent screen process. The Penrose Annual is edited by R. B. Fishenden.

It is distributed in the U. S. by Pitman Publishing Corp., 2 W. 45 St., New York 36, and is priced at \$8.50.

New Bronzing Features

New features are now incorporated in the Soldans flat bronzing machines, which are manufactured by Soldans

Ltd., London, England, and imported by John G. Gould, 15 Park Row, New York, the latter announced in June. Soldans flat bronzing machines were first exhibited at the Chicago Exhibition in 1950 and since then many have been erected in lithographic plants throughout the country, Mr. Gould said.

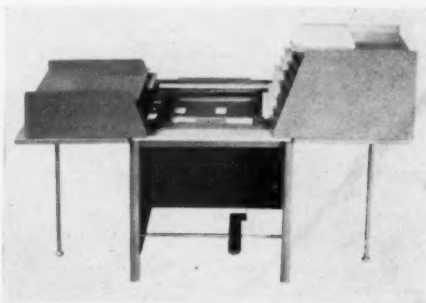
To the 30", 44" and 52" models so far available, a new 37" model has now been added, and a 65" model will be available within the next few months.

The patented staggered interlocking dusting bands which dust the sheets from the center out, imitating the action of the human hand, and thereby counteracting any tendency of the sheet to buckle, remain one of the outstanding features, together with the patented dust-free oil-less filter. New features include an automatic shakeout attachment built into the filter unit, as well as new heavy receding pile delivery units.

Soldans flat bronzers are also available for connection to web fed installations for the bronzing of labels, gift wrappers and other products.

New Mendes Machine

The J. Curry Mendes Corp., Boston, has added another collating and tipping machine to its line of JCM Machines. The new "Tippy" machine is considerably lower in price than their other two models in order to be within reach of the smaller printer, the announcement stated. While not having the flexibility of the larger machines, the new machine can accommodate a 17" x 22" sheet and was de-



signed for the shop that does occasional snap-out forms in small quantities.

This Straight Line Trimmer

does away with waste motion

... and needless rehandling

Assures unqualified accuracy!



The Brackett Safety Trimmer

Trimming of labels, booklets, catalogs, inserts and other flat work is handled by the Brackett at double or triple the speed of the conventional guillotine trimmer • On the Brackett, work moves in a straight line, away from the operator, without waste motion or needless rehandling • The use of mechanically set spacer shafts insures fine accuracy without even the tiniest variation. This accuracy is maintained from start to finish, no matter how large the run • For jobs that repeat, settings may be retained, with important savings in time otherwise required for resetting • The Brackett handles work up to 25½" in width and 50" in length • Standard equipment includes two spacer shafts. Extra shafts for permanent set-ups can be supplied • Write for literature.

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Graining and regraining of Aluminum and Zinc Plates.

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New Rosback Perforator

A new rotary slot perforator, the "Twenty-Two Special" has just been announced by F. P. Rosback Co., Benton Harbor, Mich. While similar in general appearance to the Rosback "Twenty-Two" machine, this new perforator presents several new features, the company said.

Overall width of the machine has been increased to take a sheet of maximum width of 25 inches. A variable speed control with an on-and-off switch is built into the machine.

An automatic indicator light signals to the operator when the "strike" gate is in raised or feeding position. This is especially helpful to inexperienced operators, for it shows them exactly when to feed the sheet, enabling them to turn out accurate "strike" or "skip" perforating right from the start, the announcement states. This indicator light operates only when machine is set for "strike" or "skip" perforating.

As on the former "Twenty-Two" perforator, standard slot perforating, knife-cut perforating, scoring or creasing can be done merely by use of heads of proper type. All slot perforating heads, knife-cut perforating heads, etc., used on the former "Twenty-Two" can also be used on the new "Twenty-Two Special."

For user convenience, the new Rosback "Twenty - Two Special" perforator is priced without perforating heads. This permits the user to specify and purchase exactly the heads he needs for the work he has to do.

The new "Twenty-Two Special" is now in production. Manufacture of the former "Twenty-Two" perforator is being discontinued.

To Build Web Press

John B. Webendorfer, Saugatuck, Conn. and Otto R. Trampusch have announced plans for the manufacture of a five color perfecting web offset press, incorporating features of American and German design. Diagram of such a press was included in an announcement sent out during June. Data state that this press will

New Package.

New Name

Disposable plate processing towels made especially for lithographic platemakers are now being offered by Kimberly-Clark Corporation in a new package under the new trademark of Litho Wipes.

Designed for greater convenience in shipping, storage and use, the new package consists of 2,400 towels, with 300 towels to the bundle and eight bundles to the shipping container. In calling the towels Litho Wipes instead of "whipcord embossed Kimpak," the manufacturer is adopting a name by which the product has become known informally.

It is in merchandising rather than the product itself that changes are being made, Kimberly-Clark explains. The towels have been on the market for more than 20 years, and more than 500 lithographers already are using them for washing out deep-etch plates with



alcohol and for other wiping operations. The manufacturer points out that Litho Wipes, besides being an efficient wiping material, provide a special safety factor in platemaking because they can be thrown away after use. This avoids the trouble that can arise when various platemaking solutions are mixed by using the same piece of material on a series of plates, it is explained.

run at a speed of 1000 feet per minute, 20,000 cylinder revolutions per hour, with 35 inch circumference cylinders. Flat sheet delivery will produce 10,000 sheets per hour, it is claimed. The double web offset press will have Levy steam drum drier, Cline reel, folder, wire stitcher and flat sheet delivery. It "will be installed shortly in the United States," Mr. Webendorfer, said.

Issues New Calendar

A new lithographed calendar recently was issued by Fuchs & Lang Manufacturing Co., Division of Sun Chemical Corporation. According to Mr. E. G. Schreiber, F & L's general manager, this twelve-page calendar offers a practical demonstration of how two colors can be used to produce a result that has three-color quality. Two different colors are shown on each page; the darker of the two carries the burden of legible typography, while the lighter is suitable for ornamental and background effect.

A chart at the bottom of each calendar sheet indicates the range of effects obtainable with those two colors as solids or tints, either used singly or in combination.

McLaurin-Jones Opens La. Plant

McLaurin-Jones Co., Brookfield, Mass., recently opened its new, modern paper processing plant at Homer, Louisiana. John MacLaurin, president of the firm, officiated at the ribbon-cutting ceremony which was attended by company officers and representatives of the local Chamber of Commerce.

The modern, one-story brick structure, which contains 30,000 square feet of floor space, was begun in October 1951.

The new Homer, Louisiana mill, which will be the firm's primary southern producer of Ordnance Wrap and Polyethylene coated paper, also will manufacture a complete line of gummed sealing tapes. Construction of the plant allows for installation of equipment to produce both flat and gummed coated papers. It is the firm's fourth plant.

Bulletin on Static Neutralizers

Bulletin # 74, describing a new model s-51 Chapman static neutralizer for larger sizes of presses, has just been issued by Chapman Electric Neutralizer Co., Box 268, Portland 6, Maine.

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Heads Cincinnati Guild

Ken N. Cramer, Ideal Roller Mfg. Co., Cincinnati, recently was elected president of The Printers Supply-men's Guild of Cincinnati. Other officers are: Jack Dougherty, Roberts and Porter, first vice president; Warren Hayes, H. Blacker Printing Inks, second vice president and Dan Kramer, The Standard Paper Company, secretary-treasurer. Lee Augustine, Printing Machinery Co., the retiring president, reviewed the progress made by the organization in the first year of its existence.

RESEARCH PAID OFF

(Continued from Page 48)

time and increased press production, although savings in make-overs and paper are important too.

BI-METALLIC PLATES—The last four years have seen the introduction of multi-metallic plates into lithography. These plates use two different metals—one for the image areas, and the other for the non-image areas. Bi-metallic plates are generally of two types — (1) the copper-chromium, represented by the Lithure and the Tri-Metal plates, and (2) the copper-stainless steel — the Aller plate. The Lithographic Technical Foundation has introduced a third one to the field, the copper aluminum, but so far, no work has been done commercially on these plates. Bi-metallic plates have the unique feature of having same treatment on the press make the image areas take ink and the non-image areas take water, so that if anything happens to the plates while running on the press, one treatment restores both areas back to normal.

Bi-metallic plates are primarily for long runs, especially those on steel and copper bases. For the intermediate runs, the new development of depositing copper chemically onto the image of deep-etch plates looks very interesting. On aluminum especially, it has been very successful, and for moderately long runs, this probably is the most practical and economical bi-metallic plate yet devised. Our experience with this type of plate has been very satisfactory. I

have one of the last 6 sheets off the press on a 4 and 2 color job, where all the plates, except the yellow, lasted for the full run of the job, which was 418,000 sheets. This is 133 line screen work. As you know, we run the Wildlife Stamps, which is 250 line screen work. We used to get anywhere from 35,000 to 45,000 sheets from a set of plates, but with these copperized plates, a set now lasts for 260,000 sheets, and this is a 6 color job. These plates have an advantage in that the dot seems never to let go. The grain goes flat and the plate becomes sensitive. We also found that if there has been a poor gumming up job, it is very easy to wash out any gum streaks with little or no chance of spoiling the plate.

PRE-SENSITIZED PLATES are an established fact now for small size presses up to 22 x 34. They are used mostly in the duplicating field, but some plates have been produced for the larger presses. The Armed Services are very much interested in them because they eliminate the necessity of hauling a whirler and grain-ing machine around with their Mobile Units. The development of the presensitized plate will mean savings in our shops. The Foundation's work on pre-sensitized plates has been from the standpoint of developing a coating which the individual plant can use to pre-coat its plates and store them for short periods of time before using.

BLANKET GAUGE—With the introduction of synthetic rubbers, types of blankets were developed to take not only the standard linseed oil inks, but also glossy and quick setting inks. Stretch has been taken out of blankets and embossing of blankets is almost a thing of the past. This work has been an outstanding example of supplier and Foundation cooperation. Out of it has come also a new blanket thickness gauge which insures not only better, but also faster press packing and make ready, cost saving and quality improvement.

pH CONTROL, as you may recall, has been around and recommended for 20 years, but with less than 20% of plants doing anything about

it up to the war. Urged and helped by the Foundation, a half dozen manufacturers have developed simple electronic pH measuring devices to show you where you're going with fountain solutions, etches, coatings and papers. At the Annual Convention of the Instrument Makers of America recently at Pasadena, it was reported on the basis of a nationwide survey, that lithographers bought more pH meters last year than any other industry.

WATER FOUNTAIN LEVELING DEVICE—While I am on pH control, I should like to call your attention to the water fountain leveling device which is now being manufactured by Gegenheimer. This apparatus was conceived and developed at our plant and as a result we no longer carry water to our fountains. Our water is piped to the glass reservoirs in the system where the gum and acids are added. I think you would all be well advised to keep a record for a week or two and really find out how much water you carry to a press. I think you will be amazed. Our experience was that each unit on a press consumed 80 lbs. of water per day. With this device, without any moving parts, we maintain a constant water level in our fountains. This in itself gives a better control of water and therefore, more uniform printing. It also enables the pressman to devote his entire time to controlling his ink.

PAPER—Since the war the paper makers have given us far better coated papers—even the machine coated papers are available to the industry today. In fact, this is an important factor contributing to the increase in lithographic volume in the past 5 years. LTF has cooperated with the paper mills, in publishing information on lithographing on coated stock.

WASH - UP SOLUTIONS—The press wash-up solutions are doing a good job — they enable you to wash from black to yellow with one wash-up, if you use them consistently. In addition to the saving in wash-up time, they also tend to eliminate stripping which, as you know, affects quality and costs. These



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solutions are, however, more costly than the present solvents generally used, so the saving in time must have an increased material cost deducted from it to determine the real cost saving.

The main developments on presses have been increased speed and wider use of web presses. Some work has been done on rollers, copper plating of the steel rollers to prevent stripping, and chromium plating of the brass roller to prevent greasing.

EUROPEAN LITHOGRAPHERS—As most of you are aware, our government, through the E.C.A. program, brought over to this country, Lithographic Productivity Teams for Europe. I think it will be of interest to give you their observations and conclusions on our industry and their thoughts on the benefits our industry has derived from research. The Productivity Team of the Netherlands has this to say in a report to the Netherlands lithographic industry:

"A wider-spread use is made in the U. S. industry of scientific methods, both in management and production. Workers are more prepared to accept these methods, rather than depend on their craftsmanship and experience. A more intensive exchange of technical ideas exists between companies in the trade than in our country, which benefits production.

"Equipment of American trade schools is far superior to ours and enables them to use methods which more closely resemble actual production practice. Close collaboration between training schools and training departments of plants with the Lithographic Technical Foundation is proving of great benefit. This Foundation has developed very valuable manuals for instructors which we hope to introduce in our country, as well as the 'Audio-Visual' system of training. The latter should also prove very helpful to train workers already in the industry in new techniques and methods."

The British Productivity Team had this to say in a report to the British lithographic industry.

"Technical education in the U. S. receives attention, thought, time and money; the Team is satisfied as to the benefits accruing therefrom.

"Time and money devoted to lithographic research and development in Britain represents but a small fraction of that provided for similar work in the U. S. and as a result, there is some danger of our industry becoming obsolete by American standards.

"Technical improvements and developments are not considered to be enough in themselves and require the active cooperation of all concerned to put them into effective operation. The Team found a general interest both among management and craftsmen in the trial of new ideas and their adoption if of sufficient merit. The growth of lithography in America has been very great and it is perhaps significant that the attitude of the trade union towards these matters, although at one time antagonistic and even now not wholly sympathetic, is gradually changing, so that the A.L.A. now contributes to the funds of the L.T.F. for special work."

NEW DEVELOPMENTS—

You might be interested to know that the Foundation has some very interesting new developments under way, such as the Pick Tester, which we believe will be the most practical and reliable means yet developed for determining the pick resistance of paper before going to press. They are also working on an Inkometer to attach right to the press. They have developed a recording Densitometer, one of the most important developments in the graphic arts since the Stone Age, and through the use of this instrument it is hoped that we will make further considerable progress in tone control.

Remember, what you can't measure, you can't control.★★

TECHNICAL BRIEFS

(Continued from Page 54)

New Ideas on the Drying of Printing Inks. W. Dotzel. *Der Polygraph* 4, No. 21, November 5, 1951, Pages 710-1 (in German). The subject is briefly discussed under (1) oxidation and polymeri-

zation of the binder; (2) the setting of the binder; (3) penetration into the paper surface; (4) evaporation of the solvent; (5) heat drying inks; (6) inks which dry by the action of chemicals; and (7) the acceleration of the drying of inks by ultraviolet rays.

***Printing Inks.** C. C. Mill. *Chemistry and Industry* 8, February 23, 1952, Pages 156-9. The author discusses the application and rheology of printing inks, the interpretation of rheological data, and the use of rheological measurements for predicting ink performance. Other factors which are concerned in the use of printing inks (e.g., surface tension) are mentioned briefly. 4 figures and 12 references. *Bulletin of the Institute of Paper Chemistry* 22, No. 8, April, 1952, Page 601. *Chemistry and Industry* is published by Society of Chemical Industry, 56, Victoria Street, London, S. W. 1, England.

***Printing Ink Vehicles Under the Microscope.** Chr. Hostmann-Steinberg'sche Farbenfabriken. *Allg. Papier-Rundschau* No. 4, February 25, 1952, Pages 154-5 (in German). The selection of the proper vehicle for a printing ink will vary according to the furnish, beating, and sizing of the paper with which it will be employed. A simple method for predicting the tack of an ink varnish is brought between two glass plates, which are then separated rapidly, characteristic structures are formed, depending upon the viscosity of the oil, and which will give an indication of the pull exerted on the paper surface. Three photomicrographs of different varnishes are presented. A watery linseed oil produces a rather flat, compact structure mostly in the center of the circle and with wide arms; a weak linseed-oil vehicle (short inks) produces a much more pronounced structure distributed over the entire circle although the arms in the center are thicker than near the edges; a strong linseed-oil varnish produces a uniform pattern over the entire circle, which gives a good illustration of the stresses the paper is expected to withstand with long, tacky inks. Probably no paper would resist the tack of this third varnish without tearing. In practice, the varnishes of ink formulations are made in a range of different viscosities, so that their tack may be adjusted to the characteristics of the different paper surfaces. 6 figures. *Bulletin of the Institute of Paper Chemistry* 22, No. 8, April, 1952, Pages 600-1. *Allgemeine Papier-Rundschau* is published at Furstenbergstrasse 175, Frankfurt, a.m. 4, Germany.

Lithographing On Coated Paper:

1. R. F. Reed. *National Lithographer* 59, 3, March, 1952, Pages 26-9 (4 pages). The author discusses the differences between coated and uncoated paper in regards to ink absorbency, water absorbency, pick strength, dimensional stability, curl, moisture content, and chemical effects. Also covered are advantages and disadvantages of running coated paper and what should be done before starting to print.

***Finishing Varnish for Application Over Lithographic Ink.** U. S. Patent 2,597,863. Paul W. Greubel. *Official Gazette* 658, No. 4, May 27, 1952, Pages 999-100. 1. A finishing varnish for application over wet lithographic ink, said finishing varnish comprising in combi-

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nation, an organic solvent soluble alkyd resin as a film forming ingredient 2 to 13 per cent by weight based on the finished varnish of an oil immiscible-water soluble polar liquid consisting of lactic acid as an ink pigment flocculant, and a volatile organic solvent for said resin, said volatile solvent being miscible with the ink vehicle and containing sufficient coupling agent selected from the group consisting of unsubstituted monohydric alkanols having from 4 to 8 carbon atoms and glycol monoethers in which the glycol portion of the molecule has from 2 to 4 carbon atoms and one free hydroxyl group and the other hydroxyl group etherified with an aliphatic hydrocarbon chain having 2 to 4 carbon atoms to maintain the ingredients in a single liquid phase.

Lithography—General

***Vacuum Printing Frame.** U. S. Patent 2,591,020. Bernard R. Halpern. *Official Gazette* 657, No. 5, April 29, 1952, Page 1501. 1. A self-balancing, reversible vacuum printing frame comprising a base structure, reversible supporting bars pivoted intermediate their ends in opposed, spaced relation, at opposite ends of said base structure, companion glass and blanket frames adapted and arranged one to substantially counter-balance the other, substantially parallel links pivotally mounted intermediate their ends on the opposite ends of said supporting bars and said links pivotally connected at their opposite ends with the companion glass and blanket frames, respectively, and whereby said glass and blanket frames may be separated in counter-balancing relation by rotative movement of said links on their intermediate pivots on the ends of the supporting bars and said frames may be reversed to bring either the glass or the blanket frame to the top by rotation of said supporting bars on their intermediate pivots on the base structure.

Controlling Tone Values on the Offset Press. Charles F. King. *Inland Printer* 128, No. 6, March, 1952, Pages 49-51, 74 and 82 (5 pages). The author discusses several of the press factors which can influence or change the tone values printed from an offset plate. Among these are the type and condition of the paper, the size and design of the press, the press speed, the impression pressures, and the control of the water fountain.

Operating Large Harris Presses: Feeding and Registering. Part 4. Roy Tyler and Roy Barnes. *Harris Impressions* 12, No. 2, March-April, 1952, Pages 1-4 (4 pages). The operation and adjustment of the side guides, feed rolls, sheet hold-downs, and overfeed mechanisms are described.

Graphic Arts—General

***A Small Scale Air Conditioning Unit.** O. S. Johansson. *Svensk Papperstidn.* 55, No. 3, February 15, 1952, Page 110 (in Swedish). When testing the influence of different relative humidities on the dimensional stability of paper or board or for similar work, it is quite often not desirable to change the moisture conditions of an entire room. For this purpose, a laboratory unit was developed which consists of drying and humidifying sections. These deliver dry or moist air currents, as required, to a mixing compartment in which the relative humidity of the air can be adjusted to any value be-

tween 5 and 95%; it is accurately controlled by a precision hygrometer. From the mixing compartment, the air of the desired moisture content is fed to the conditioning chamber in which the actual measurements are carried out; rapid changes are possible. 1 illustration. *Bulletin of the Institute of Paper Chemistry* 22, No. 8, April, 1952, Page 559. Svensk Papperstidning is published by S. Blasieholmshamnen 4A, Stockholm Sweden.

***Printing Process Wherein An Alkaline Substance Passing Through Stencil Opening Effects Coupling of an Azo Dye In Situ.** U. S. Patent 2,597,306. Samuel E. Eaton and Robert W. Fabian. *Official Gazette* 658, No. 3, May 20, 1952, Pages 771-2. 1. A process of printing which comprises applying to a support a diazo compound capable of yielding a dye when coupled, and a coupler for the diazo compound the reaction of said compounds being inhibited by acid, and an acid, said acid being present in an amount at least sufficient to prevent immediate coupling of the diazo compound, exposing the support through a stencil to sufficient alkali to cause coupling of alkylated diazo component and said coupler, and fixing the uncoupled compound.

Lighting For Better Color Quality Control In the Graphic Arts. W. B. Reese. *Modern Lithography* 20, No. 4, April, 1952, Pages 45-48 (4 pages). The problems encountered in the choice of the light used for illumination of flat copy, ink matches, and color transparencies are discussed. The characteristics of some of the available incandescent and fluorescent lamps and the use of filters are described.

***Electrical Means For Reproducing Photographs.** U. S. Patent 2,572,550. D. D. White and F. R. Osborn. *Photographic Engineering* 3, No. 1, 1952, Page 56. The patent covers a new and novel method for the reproduction of black and white and color photographs, whether transparencies or otherwise, by deposition of dye, pigments or other coloring matter upon a receiving surface, the deposition being controlled by a modulated electric current or voltage. The coloring matter is supplied at zero or insignificant pressure and is attracted to and deposited onto the receiving surface by the action of an electric field. The method for doing this comprises three steps: (1) Supplying coloring matter at zero pressure to a device adjacent the desired receiving surface. (2) Setting up an electrical potential gradient between the device and the receiving surface so as to attract particles of coloring matter from the supply device, to disintegrate the particles and to deposit them on the surface. (3) Varying the intensity of the potential gradient so as to vary the intensity of the deposition. When reproducing photographs and the like, the original is scanned with a beam of light which subsequently impinges on a photo-electric cell. The output from the photo-electric cell is amplified in an amplifier whose output controls the intensity of the potential gradient. The receiving surface and the device are moved relatively in synchronism with the scanning of the original with the result that the deposit of coloring matter on a particular point on the receiving surface is in accordance with the light values of the corresponding point in the original. When the device is used to reproduce a color photograph such as a transparency, the original is scanned with three dif-

ferent colored beams of lights impinging upon different photo-electric cells and the amplified output of the photo-electric cells modulates the potential gradients between the receiving surface and different ink sources. The inventors state in their patent that there is described and claimed apparatus which may be employed for effecting the method of this invention in their U. S. Patent application, Serial No. 746,174, filed on May 5, 1947.

Phosphor-Type Photoconductive Coatings For Continuous Tone Electrostatic Electrophotography. Eugene Wainer. *Photographic Engineering* 3, No. 1, 1952, Pages 12-22 (11 pages). Several processes and methods for "dry photography" are analyzed and compared and the current terminology is given. The highly specialized characteristics required of photo-conductors for use in reproduction work are outlined and comparisons made of the various available conductors. Early work on the theory of photoconductive reproduction is outlined and a description given of the selenium process. Experimental work on the selenium process led to the study of phosphors as photo-conductors. Theoretical study, confirmed by experimental results, indicates the commercially available phosphors could be used but were too slow, yielding speeds of about 1 A.S.A. The Carlson Process of electro-optic photography, using specially doped cadmium sulfide develops speeds as high as 30 A.S.A. was developed from the above experiments. The Kallman process is also described in detail, with emphasis on field use and general adaptability. Graphs which are included give the comparative results to be obtained from various phosphors.

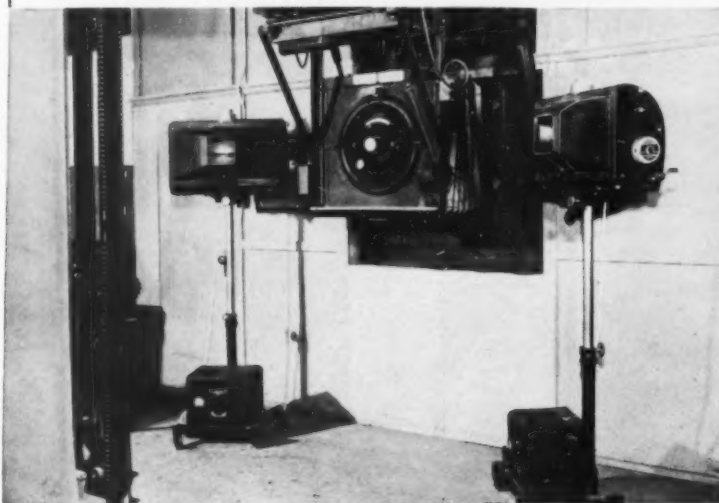
***Photographic Images By Electronic or Ionic Bombardment.** U. S. Patent 2,540,546. Albert G. Thomas. *Photographic Engineering* 3, No. 1, 1952, Pages 56-7. Thomas' invention relates generally to devices for recording images and particularly to electronic copying or reproducing devices. One of the objects of Thomas' invention is to provide a copying device in which reproductions of a letter, drawing, or light-and shadow image of any kind are permanently made in or on a sheet of paper or other material by ionic bombardment. Another object is to provide a camera in which pictures are made electronically, without chemical baths or the like. A further object is to provide an electronic reproducer or copying device in which electron images are passed through a thin metal element to affect a sheet of material adjacent the thin metal element. Another object is to provide an electronic reproducer in which the image is formed by a scanning sequence. A still further object is to provide special paper or film sensitive to electronic or ionic bombardment. The paper for these devices may comprise an elongated sheet of any suitable material which is sensitive to ionic or electronic bombardment. The principles disclosed in this patent can be used for making copies of drawings, letters and the like, as well as to photograph scenes or live objects. In this connection, Thomas refers to U. S. 2,409,454 "Electronic Device," issued to him October 15, 1946. Examination of this patent discloses that it also covers a reproducer for copying letters, maps, drawings, photographs and the like. The present patent apparently covers refinements to the prior patent and is also somewhat more extensive.★★

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Retires from Chicago Plant

Frank Parker Fowler has announced plans for retirement as sales manager of Denoyer-Geppert Co., Chicago, after 32 years of service with the firm which produces lithographed maps and globes, charts and models for instructional and other uses in medical and scientific fields. Mr. Fowler joined the firm as a field salesman in 1920, and a year later was made assistant sales manager, then later was given full charge of the sales department.

BUYER'S MARKET

(Continued from Page 43)

you increased your budgets for commercial printing over the last few years, and has offset printing held its own, decreased or increased, in relation to the over-all budget?"

Without exception, every respondent said that the lithographic portion of their business had held its own in the budget and seven said it had increased. That may seem to sound fine, and it probably is to a degree, but it will take more time to check into the total increment I mentioned earlier in order to evaluate accurately the basics. I would like to quote from another respondent who, in reply to this question, says: "Our budgets for printing have increased only in proportion to rising costs of press-work, composition, paper, etc. Offset has at least held its own and perhaps slightly increased." Just a note of caution lest our hasty calculations of increased dollar volume reflect too much increased cost.

At the end of our questions, we left a blank half page with the caption "Please add any other comments you may wish to make." In spite of the fact that the respondents are all very busy men, 6 had something to say. All of them voiced strong faith in offset-lithography's future, but 3 of them took this opportunity to qualify their thinking. Their suggestions are so excellent that I must quote: "Offset-lithography is playing a more vital part in our operation daily. I feel this can be attributed to its more flexible nature. *Quite frequently*, lithography

can do the job as well, if not better, than any other form of printing; and invariably, it is the fastest and most economical process." Another said, "The long-life plate is responsible for overcoming one of the most serious disadvantages in color offset—that of constant variation in color, tone, depth, etc. due to rapid wear on the old style plate." Then he switched subjects and offers this to us, "We use fairly good paper stock for all of our four-color offset printing, but I have often wondered why so many offset jobs are printed on paper of so poor a quality that the finished job has two strikes on it before production starts. *Very often* a better paper adds comparatively little to the cost but makes considerable difference in quality of the job." Now I hasten to add that this gentleman uses more paper on one single job than some of you could possibly process in a full year's operation—so he knows his paper. Then, one more quotation, which is as follows: "There is some very fine work being done in offset. But the bulk of work in four colors or less is far below what the *technical advances* in the industry *would lead* you to think. There is still too much of a tendency even on the part of the industry's leaders to *think and sell on price alone* and to *only hope* for quality."

Now, irrespective of individual point exceptions that you may wish to make, I believe there is little room for argument over whether or not we have a job to do in the realm of market research, selling, public relations and education. The buyer can help you if you will meet him halfway. He is eager to learn if you can prove that you can teach him something. He will gamble on you and believe in you if you prove yourself worthy of it. Just go out and demonstrate your leadership and ability to perform.

The replies to this sample certainly are not the whole answer as to why our industry is confronted with this particular loss of volume but, if we seriously tackle the problems which this sample points up, we will begin to approach the answer to the larger

question. After satisfying ourselves that we are going to do a little better job of sound management, let's take a look at our tool kit and see if we are walking around with tools that might be rusty and some of them unused. Some of the tools are mechanical ones, and others are not mechanical, but they are all effective instruments that can be utilized to do a better job in whatever category they may apply. Since I have just been talking about management, again let me ask if we are sure that we are using the "tool" of a proper and efficient cost system. Surprising as it may sound, a good cost system and an efficient one can be utilized time after time as one of the most successful sales tools you can have. Is there the proper amount of efficiency in these departments? Are they being used as a part of your production, estimating and sales team? Are they being used properly in your personnel and labor relations programs?

Then let's go into the plant and start where the job always does, in the production department, for proper analysis. I know that when I mention copy preparation, a lot of you fellows are going to wonder what new thing can be said about it. Only this, the knowledge that is available for effective shortcuts in the preparation of art and camera copy for offset still is not being used as widely in the industry as it should be to open new markets and cut cost. Therefore, it causes me to raise the question with you: Are you sure that your production people and your sales people are as cognizant and up-to-date as they should be in the economies of the offset process? Permit me to borrow a term from the Chrysler Corporation for which I have a particular fondness — "Imagineering." Our production departments should be engineering departments with an emphasis upon imagination.

This sampling certainly would indicate that there is a great need for expert education on this point and, while we are here, let's ask to what extent are you taking advantage of converting photo-engravings to lithographic films so that the work can be produced in lithography? There



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is a crying need for this skill and, when it is developed satisfactorily, there will be a great market in monthly publications that can be produced in offset lithography.

How does your camera department stack up in the industry? How about using finer screens? We can tell you that there are far too few cameramen who are taking full advantage of all the benefits to be obtained from camera magenta masking. Certainly it takes some training plus imagination plus your willingness to spend a little money to develop a finer tool, but it will pay off in many ways. Please do not brush this aside as being hypothetical and theoretical because many plants are pursuing the use of this tool to its fullest possibility.

Then we come to the plate tool. For three years there has been available to the lithographic industry the very excellent tool of polymetal plates. These plates were created by men of vision as far back as 25 years ago. Then the same idea was picked up by IPI, Aller and Time Incorporated. This tool was not created just because somebody wanted to make something new for the sake of doing it, but because the industry needed a printing medium with a clearly and firmly-etched image, just like letterpress and gravure. By employing a plate of this nature, another variable is eliminated from a process that has been afflicted with too many variables. However, the industry as a whole is not utilizing this tool to the extent that it should, in spite of its profit-making potentialities.

Then, how about the tool of new inks? The industry at large still is not employing the full advantages that recent scientific accomplishments have to offer. If these mechanical tools of improved camera techniques, better plates, finer screens, and better inks are all tied together in a well thought out and well-engineered production program, backed up firmly by management's insistence that they be fully exploited, greater horizons are bound to ensue, a more stabilized product will result, schedules can be met more surely and greater profits have to follow.

How about the necessary tools in the press room such as devices to load and unload the press without stopping? How about utilizing the recent developments for turning a skid of paper over mechanically so that it is ready to go back into the feeder?

What about special tools in the binding and finishing operations of a job? I know a couple of firms who have designed special equipment for collating, die cutting and embossing and slitting on press. There are many more fine tools but my time does not permit greater detail. Suffice it to say

that you should look around your own shop and take inventory.

Turning from the mechanical instruments, let's talk about the tools of education which we all have at our disposal for the asking. I have in mind, first of all, the whole series of books which the Lithographic Technical Foundation has published on every conceivable subject affecting your business. Do the appropriate people in your organization study and absorb these data? How about the trade magazines? In today's modern pace, things are happening so fast and being published on a weekly and monthly basis that you can have them

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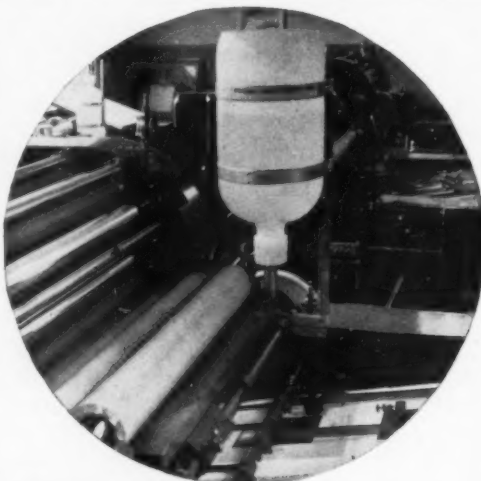
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today instead of waiting one or two years for a book to be published. It is *necessary* to stay on top of technological developments *as they happen*. Should not a system be set up so that the proper persons get the trade journals containing subject matter which specifically applies to them in order to be updated constantly? Does your sales department follow the advertising trade journals so that they are just as updated as their customers? Are you augmenting their efforts with a vigorous advertising program?

All of these tools can be used effectively today to invade the carton and package fields, the technical industries such as pharmaceuticals, chemicals, etc., where accuracy of color is important, the mail-order catalog field, covers and color inserts for magazines and special catalogs, the black and white gravure field as mentioned before, and certain monthly magazines. And there are many more markets if we but put our thinking abilities to work and get someone on the "digging-up" detail.

If I were to be asked to phrase in one sentence the answer to the topic which I have attempted to explore, "Meeting the Challenge of a Buyer's Market," it would be: Meet the challenge with leadership, vision and action. We can do with much less griping and far more leadership in both governmental and labor situations. Frankly, I believe most of us are in the position of having to recapture the leadership in our own organizations, let alone the leadership that has been lost to our customers. And we certainly need a clearer view of our present status in relation to the future. So what do you say we get a move on and accomplish some of these jobs needing attention? The sort of action needed has been wanting for too long. Let's be done with static thinking, because the future of offset-lithography can be just as bright as you want to make it.

Bringing all of this detail together, it adds up to this: The offset printer, if he is using effectively the tools that are available to him today, is capable of producing high quality printing in single, two or four color work that

will compare favorably with letterpress and in many instances will surpass letterpress quality.

We have the tools, and we have a process, for which no apologies need be offered to anyone. Let's use the tools to increase the share that offset takes out of the whole dollar volume of commercial printing. Let's worry less about competition among offset printers. Let's go out in the overall market and cut ourselves a bigger piece of "pie."★★

LNA CONVENTION

(Continued from Page 39)

They included organizational relationships, budgeted standard costs, estimating for sales profit, estimating for production, working plan, materials and handling, scheduling work, time keeping, inspection requirements, cost accounting, clerical work, financial standards, and labor relations. He praised the LNA Cost Manual, which is now available to all litho-

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Number three is magenta, warm blue,
process yellow and black, while the last is
warm blue, warm red, process yellow and
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Each of the four pages contains 215
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graphers. Mr. Ash said it contains all essentials for setting up a cost system, and it can be adapted to any lithographic problem.

The objects of cost controls, he said, are 1. control and financial check on expenditures, 2. check on the degree of utilization of productive and non-productive time of men and machines, and 3. pricing for profit.

The final speaker at the regular convention sessions was Dr. Louis Binstock, Rabbi of Temple Shalom, Chicago, who discussed the power of faith in an inspirational talk.

Following is the list of donors for the suppliers' cocktail parties and receptions, as shown in the program:

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Modern Lithography, New York, N. Y.; The National Lithographer, New York, N. Y.; Offset Engravers Associates, Inc., New York, N. Y.; Harold M. Pitman Co., North Bergen, N. J.; Printing Magazine, New York, N. Y.; Rapid Roller Co., Chicago, Ill.; The Reliance Electric & Engineering Co., Newark, N. J.; Rutherford Machinery Co., New York, N. Y.; Lewis Roberts, Inc., Newark, N. J.; Roberts & Porter, Inc., Chicago, Ill.

Sinclair & Carroll Co., Inc., New York, N. Y.; Sinclair & Valentine Co., New York, N. Y.; Sleight Metallic Ink Co., Chicago, Ill.; Stevenson Photo Color Separation Co., Cincinnati, Ohio; George R. Swart & Son, New York, N. Y.; Sigmund Ullman Co., New York & Chicago, Ill.; West Virginia Pulp & Paper Co., New York, N. Y.

SAFETY

(Continued from Page 45)

A certificate of membership in the National Safety Council prominently displayed for the employees, customers and visitors to see, is a symbol that we are in the fight to save lives and reduce human suffering. From this organization you will receive as part of your membership fee, magazines, posters, news letters, accident

statistics and many other services which will be invaluable in operating the program and keeping it alive.

The fifteen steps I have just outlined are the basic fundamentals for setting up the safety organization. Let us now sum up the advantages to both employee and employer that can be achieved through a safety program.

1. Prevention of accidents saves lives and reduces human suffering and gives us a clear conscience.

2. The worker does not lose his earnings.

3. We have increased health and happiness in the entire working force. A lower rate of absenteeism, due to

illness, and lack of interest in the job.

4. Higher morale which brings about increased production and efficiency.

5. Increased feeling of goodwill toward management.

6. Better public, and customer relations.

7. A safe plant has a high standing in the community and attracts a better class of workers.

8. Preservation of machinery and equipment results from satisfied workers who have job pride.

9. We have less spoilage, and a better product.

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- ★ formulated for continuous running
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ment intervention in the safety field.

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14. Reduction in insurance costs brought about by improved accident experience.

15. Stabilizes the working force through reduced turn over, which is one of the worst and most expensive problems confronting industry today.

Every plant, regardless of how small, should have an interest in accident prevention. We can no longer say, I can't afford it, but should change our thinking to, I can't afford to be without it. Safety is an added form of insurance that you will remain in business. The cost of a few bad accidents in a big plant can be absorbed due to its large financial reserves; but if the same accidents occur in a small plant, it is quite possible the owner will be put out of business.

Now, what do all these things considered necessary to have a well-run and safe plant add up to: Nothing more than good common sense and team work, all wrapped up into one package, to do the best job possible at the lowest cost.★★

PRESS SURVEY

(Continued from Page 33)

"product interest" charts, where the number of plants covered is necessarily smaller, the percentages, represented by the blocks in the bars, justify less reliance than in the chart for the 578 plants, since the changes in the equipment of any one plant have a greater effect on the figures representing all plants in the group. In these instances, *direction* of change may be more reliable than the exact figure for *amount* of change.

Perhaps, as individual lithograph-

ers, we need not be apprehensive over this picture of a little short of phenomenal increase in lithographic printing area potential. But, unless we as an industry recognize the normalcy of a return to a buyer's market, and develop and adopt the management techniques required to manufacture profitably under these conditions, "some one is due for licking." Competitive price-cutting does not appear to offer a satisfactory solution of the problem.★★

Dayton President Dies

John Alwyn MacMillan, 79, director and former president and chairman of the board, The Dayton Rubber Co., Dayton, Ohio, died June 7. He had been in declining health for the last several years. A Canadian by birth, later an American naturalized citizen, Mr. MacMillan lived at Far Hills estate in Far Hills and had been a resident of Dayton for 53 years.

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We take jobs now without batting an eye no matter how urgent the "rush" delivery date may be. The folder will deliver the finished job just a few minutes after the automatics have finished the press run.

Frankly. . . *we don't see how any shop with a normal run of business and an average printing volume can get along without a Baumfolder.*

We don't know of a single piece of equipment that has given us the high return on invested dollar that the Baumfolder has made for the Star-Herald. Our only regret is that we didn't buy one long before.

Sincerely,

ALAN C. McINTOSH
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Changes at Kidder Press

R. H. Mitchell, general manager of the Kidder Press Co., Inc., Dover, N. H., manufacturers of aniline, rotogravure and letterpress printing presses, and slitters, has just announced several changes in the organization.

Edward J. Peal, formerly chief engineer, has been made general sales manager, with headquarters in Dover. Robert Zuckerman becomes manager of Kidder's New York sales office, in the Empire State building. Mr. Zuckerman was formerly a sales engineer with A. E. Marconetti, Inc. which Kidder acquired recently. The establishment of a New York office permits the Kidder company to offer both sales and service in that area.

Robert P. Willard, formerly assistant chief engineer, has been advanced to chief engineer.

PRODUCTION CLINIC

(Continued from Page 57)

taken. In this case it would mean running the ink spare to get a thin film, reducing the tack as much as possible, avoiding the use of excess drier, and eliminating all possible static from the paper.

With regard to picking or tearing of paper, static also plays a part, but more often these conditions are caused by excess pressure between the blanket and impression cylinder. This excess of pressure will cause the blanket to become tacky, which in turn will tear the paper in the non-image area. One reason coated paper gives more trouble than offset stock is the smoothness of its surface. If the blanket is tacky there is increased suction as the sheet leaves the blanket.

Experience has taught us that when running coated paper it is best to use a blanket which has been cleaned thoroughly and stored for a sufficient time to allow most of the solvents used previously to evaporate. In other words, blankets should be rotated so that each new job on coated paper can be run from a blanket that has had time to "rest." This has another specific significance and that is, the image area of a previous job will sometimes contain enough oil or solvent in the rubber to prevent a sub-

sequent job from drying properly in those areas.

Now as to the sheets curling on the sides, my first thought is that the paper may have been cut so the grain is the wrong way. Usually, when the grain of a paper runs the short way of the press, the paper will curl up only on the two ends. As a result, it is impossible to register the sheets because the paper will stretch excessively across the grain. If the grain of the paper is right, or the long way of the sheet, curling may be due to ex-

cess water being applied to the ends of the plate. Should this be the case, the printed image will appear short across the sheet when the second color is run. However, if the grain of the paper is wrong, the printed image will be long when compared with the first color. The latter condition shows that the paper has stretched, while the former observation indicates excess moisture in the ends of the sheets has caused them to be drawn in when passing through the press the second time.★★

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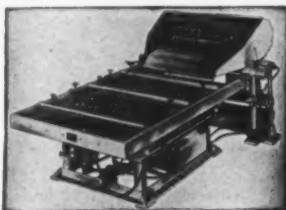
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Announce NAPL Theme

"More Business at a Profit" will be the theme of the annual convention of the National Assn. of Photo-Lithographers, Walter E. Soderstrom, executive vice president, announced in an NAPL bulletin in June. The convention, and the annual exhibit of equipment and supplies, will be held at the New Yorker Hotel, New York, November 5 to 8.

Continuous Forms Expansion

Twelve certificates of necessity for \$8 million in plants and equipment have been approved for the production of marginally punched continuous forms, officials of the National Production Authority, Department of Commerce, told the Continuous Forms Industry Advisory Committee on June 25. The committee believed the \$8 million expansion would enable the industry to exceed the \$60 million volume of business estimated for 1954.

Ample supplies of paper are available and the industry anticipates no difficulty in meeting the military requirements as presented for the 1953 fiscal year, NPA said.

Volume of business is reported as 20 to 25 percent below 1951 levels but compares favorably with the first six months of 1950. The drop from business a year ago was attributed to the general low cycle of industrial activity with customers buying only to meet current needs. Committee members were concerned that the present volume of business is being maintained only with the assistance of defense orders.

NPA officials presented information on the supply of paper and metals and on the priority assistance available for producers of continuous forms. They also announced that consideration is being given to revoking M-36, which governs the scheduling and acceptance of Government rated orders for paper, and of M-65, covering the conservation of metal printing plates.

The following members from industry attended: R. J. Blauner, American Lithofold Corp., St. Louis, Mo.; Carl W. Brenn, Autographic

Register Co., Hoboken, N. J.; Talbot Speer, The Baltimore Salesbook Co., Baltimore Md.; John Coolidge, The Connecticut Manifold Co., West Hartford, Conn.; Lewis Nathan, Forms, Inc., Philadelphia, Pa.; William C. Lamprecht, Stephen Greene Co., Philadelphia; R. D. Sutherland, Moore Business Forms, Inc., Niagara Falls, N. Y.; Alfred J. Moran, Thomas J. Moran Sons, Inc., New Orleans, La. and R. S. Daugherty, Shelby Salesbook Co., Shelby, O.

Planning Packaging Forum

Highlights of the program for the 14th annual forum of the Packaging Institute on October 20-21-22 at the Hotel Commodore, New York have been announced. Seminars on ten packaging topics will be held. While as many as three seminars must run concurrently in order to cover ten major fields in three days. The program includes seminars on printed packaging materials, shipping containers, and new developments in unit packaging, among other items.

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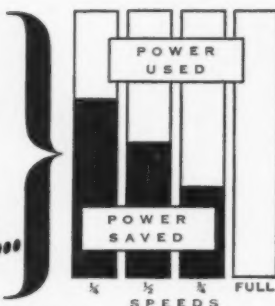


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Closing date: 25th of preceding month.

Help Wanted:

OFFSET STRIPPER: Highly experienced in 2, 3, 4 color work in rapidly expanding plate plant. Day or night position available. Phone or write, stating your qualification, past experience, previous connections, family status and salary, Northern Engravers, Inc., 411 Holden Avenue, Saginaw, Michigan. Phone 2-0110.

DOT ETCHERS: poster artists. Steady employment. McCandlish Lithograph Corp., Roberts Ave. & Stokley St., Philadelphia 29, Pa.

STRIPPER: Highly skilled and experienced, for west coast, San Francisco area lithographing plant. Apply giving experience and qualifications in first letter to Box 995 c/o Modern Lithography.

PRESSMAN: Highly experienced lithographic. Multi-color equipment. San Francisco Bay area lithographing plant. Apply giving full qualifications and details in first letter to Box 996 c/o Modern Lithography.

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LITHO ART FOREMAN: An experienced man to take charge of camera, art and proving operations. Supervisory ability in handling men and working with an organization important. The journeymen in the department are skilled. Also a process research department working on technical developments works along with department head on new methods and procedures. All modern equipment. Address Providence Lithograph Co., 353 Prairie Ave., Providence, R. I.

Situations Wanted:

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VETERAN, offset printing school graduate, desires trainee position in any phase of lithography, platemaking preferred. Salary secondary. Address Box 52, c/o Modern Lithography.

PRESSMAN: Two years offset press training in technical school. Knowledge of platemaking and layout. Desires presswork in middle Atlantic states. Married, Navy veteran. Confident and capable. Reference furnished. Address Box 53, c/o Modern Lithography.

LITHOGRAPHIC SUPERVISOR presently employed as assistant superintendent, desires to relocate in the New York or New Jersey area, with a progressive lithographic firm. Excellent background and education in all phases of lithographic production from estimating to the finished job. Address Box 55, c/o Modern Lithography.

HALFTONE PHOTOGRAPHER capable on both contact and Levy screens, desires engagement. Has seen employment with one of the largest corporations in the country. Experience from 1928 to date. Address Box 56, c/o Modern Lithography.

LITHOGRAPHIC SUPERVISOR with technical background available. Has had experience in all phases, including research and development. Address Box 57, c/o Modern Lithography.

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Foreman—Offset Pressroom		\$7,800
Foreman—Offset Plate Making Dept.		\$7,800
Prod. Manager—Comb. Offset-Letterpress		\$7,800
Superintendents — Comb. Offset-Letterpress		\$7,000—\$8,000
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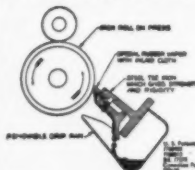
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FOR SALE: Robertson camera gallery type 24" screen elevator, stayflat holder Mahogany. Monarch Photo-Engraving Co., 204½ N. Seventh St., St. Louis 1, Mo.

FOR SALE: 24" ATF dark room camera complete with 19" Zeiss lens, arc lamp and 120 line screen. Sacrifice. F.O.B. Chicago. Busch & Schmitt, Inc., 844 W. Erie St., Chicago 22, Illinois.

Miscellaneous:

WANTED—Harris offset press Model EL 22 x 34 Cam Fed, pile delivery. Universal Printing & Lithograph Co., 1850 Beverly Blvd., Los Angeles 4.

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Issue "Pulp & Paper", Vol. 2

The second volume of "Pulp and Paper, Chemistry and Chemical Technology," by James P. Casey, has just been issued by Interscience Publishers, 250 Fifth Ave., New York 1, N. Y. The author is director of technical service, A. E. Staley Mfg. Co., Decatur, Ill., and formerly was associate professor of pulp and paper manufacture, College of Forestry, Syracuse University. Chapter titles in the second (final) volume are: Properties of Paper; Use of Statistics in the Paper Industry; Pigment Coating; Printing; Laminating and Pasting; Internal Treatment of Paper with Resinous Materials; Coating with Resinous Materials; and Resins. In the section on printing considerable space is given to a discussion of paper for offset, and references are made to published material of R. F. Reed and M. H. Bruno of the Lithographic Technical Foundation, among others.

Offer Tachometer Kit

New tachometer kits, containing all the components necessary to provide instant and permanent records of machine performance at a central location, have been announced by the General Electric Company's Meter and Instrument Department.

Central location of the new kits' recording equipment eliminates production-line trips by supervisory personnel, permitting up-to-the-minute checks of operating equipment. Four kits are available in the new line.

A bulletin, GEC-816 is available from the General Electric Company, Schenectady 5, N. Y.

Manual on Magnifiers

A 24-page guide, titled "Industrial Magnifiers — How to Choose and Use Them," has been published by the Bausch & Lomb Optical Co., Rochester, N. Y.

Believed to be the only book of its kind available, it is offered free of charge to magnifier users.

The nine by six-inch book outlines the optical principles of magnifiers in

easy, non-technical language, describes the basic types, tells how to use and care for them, and includes a magnifier selector chart and glossary. It is illustrated with more than 50 photographs and diagrams. Specifications of 75 magnifiers made by Bausch & Lomb for a wide variety of industrial and professional uses are given in detail in a magnifier selector index.

The manual may be obtained by writing for Publication I-67, Bausch & Lomb Optical Co., 558 Bausch Street, Rochester 2, N. Y.

Succeeds Counihan at Driscoll

Herbert Krause has been appointed sales manager of Martin Driscoll & Co., succeeding Roy Counihan who has retired for reasons of health after more than 25 years service. Mr. Krause has been with the Chicago ink firm for 22 years. The changes were announced by James D. Yates, vice president.

Aid on Gummed Paper

Gummed paper jobs are profitable to printers and lithographers if they know certain basic principles about the handling of this type stock, and to provide them with facts about gummed paper is the aim of a series of bulletins entitled "Helpful Hints on Gummed Paper." The Bulletins are issued by Paper Manufacturers Co., Philadelphia 15, Pa., makers of gummed paper.

All of the 14 Bulletins are designed for shop use, and have such titles as: "A Solution to your Humidity Problems," "You Too, Can Print Gummed Labels Profitably," "Don't Forget to Ask Which Gumming," "Which Grades for What Surfaces—And Why," "Printing on the Gummed Side," "Grain Direction—What It Is and What It Does," etc. Bulletins on other subjects are to be issued from time to time.

"Helpful Hints about Gummed Papers" are available to printers through Distributors of Perfection gummed paper, or from the company.

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Trade Events

International Assn. of Printing House Craftsmen, annual convention, Jefferson Hotel, St. Louis, Aug. 10-13, 1952.

American Photoengravers Assn., annual convention and exhibit, Drake Hotel, Chicago, Oct. 6-8.

Printing Industry of America, annual convention, Chase Hotel, St. Louis, October 13-16.

National Assn. of Photo-Lithographers, annual convention and exhibits, New Yorker Hotel, New York, Nov. 5-8.

National Metal Decorators Assn., annual meeting, Shamrock Hotel, Houston, Tex., Oct. 27-30.

Litho Schools

CANADA—Byerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glassner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Sec'y.
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Assn. of Litho Clubs
Joseph H. Winterburg, Sec'y.
622 Race St., Phila. 6, Pa.

Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. O'Neil, Exec. Sec'y.
28 E. Fourth St., Cincinnati 2

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(The Advertisers' Index has been carefully checked but no responsibility can be assumed for errors or omissions.)

TALE ENDS

CLIENTS and friends of Bachman Reproduction Service, New York, last month thought they had found the end of the rainbow. Frank Bachman sent out "piles of gold" as souvenirs of the company's 35th anniversary which occurs this month. The pile of gold appears to be a pile of gold coins, bright and shiny, but actually it is a one-piece metal casting of such a pile. It's a rather startling paper weight, and a good conversation piece.

★

An interesting book came to our desk recently "George Washington's Rules of Civility," compiled by Lewis Glaser. It is produced by lithography by Meriden Gravure Co., Meriden, Conn. The most interesting thing about the small volume is that it is written in quill calligraphy by Robert Gillam Scott. He did the beautiful handwriting with quills from Mr. Glaser's geese. If you need any quills for writing, Mr. Glaser, Box 123, New Haven 1, Conn., has 'em.

★

A wedding of interest in the trade was held June 22, at the Plaza, New York. Miss Sara Livingston and Lewis Cole were the principals. He is the son of Ralph D. Cole, president of Consolidated Litho. Corp., a graduate of Pennsylvania. At present he is studying law at Yale. The bride is the daughter of Mr. and Mrs. Bernard Livingston, Mt. Vernon, N. Y. They are honeymooning in South America.

★

Harold E. Sanger, familiar figure in the field of printing education in Chicago, was passing out cigars recently in honor of the latest addition to his family, a grandson, Harold E. Sanger III. Mr. Sanger was for many years manager of the Chicago School of Printing and Lithography, which discontinued operations during World War II. In more recent years he has been an instructor in printing

in Chicago public vocational high schools.

★

Ernest Karlsson's neighbors in Chicago are breathing easy again. All winter long they could hear him hammering and sawing in the basement of his home at 6119 Byron St. They learned eventually, that he was building a boat, but nobody for blocks around could figure how he was go-

ing to get it out when it was finished. Karlsson, however, wrought the miracle easily by knocking an 8-foot hole in the basement wall. Then he "launched" the 21-foot craft into his back yard before a crowd of 200 persons, including a *Tribune* news photographer. Karlsson is president of Carl Gorr Color Card Co., affiliate of Carl Gorr Printing Co., Chicago combination plant. The new motor boat was transported by motor truck to a Wisconsin lake resort and Karlsson says that "some day," before cold weather returns, he'll start restoring that basement wall.

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